



MISSION
ADVANCEMENT
TOOLKIT

PRACTICES TO
**Advance Covenant
Mission and Ministry
through Generosity**



Deeper in Christ, further in mission TOGETHER

Contents

He who supplies seed to the sower and bread for food will also supply and increase your store of seed and will enlarge the harvest of your righteousness. You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God.

2 CORINTHIANS 9:10-11 (NIV)

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Welcome

DEAR EVANGELICAL COVENANT CHURCH COLLEAGUE,

Thank you for your service to the mission and ministry of the Evangelical Covenant Church through the work you do as we join God in God's mission to see more disciples among more populations in a more caring and just world. We are a church that is passionate about introducing people to a life-changing relationship with Jesus, seeing people grow deeply in faith, and working with God to make things right in our broken world through ministries of compassion and justice. We are truly grateful to be mission friends working alongside one another.

Our Advancement ministry serves to bountifully resource the expansive mission and ministry of the Covenant through generous support, support that helps us bring the transformative love of Christ to real people in real places. We are honored and humbled to tell the story of how God is actively at work in the world through the Covenant. We are excited to invite people to participate with their prayers, service, and generosity in this work.

As many say, the name Covenant really means “in it together,” so we invite you to be “in it” with us in Advancement ministry!

We believe that everyone serving with the denominational offices is a partner with us in this ministry. Each of you can share parts of our story about the transforming work of God throughout the Covenant. We are grateful for your partnership and how we can join together to tell the whole story, deepen our engagement with Covenantors from around the world, and provide opportunities to support God's work in the world.

Each year, we set out to raise nearly \$20 million for Covenant mission and ministry. Approximately \$11 million of those funds come from churches. Nearly \$9 million is generously donated by individuals, including bequests. Appropriations from Covenant affiliates make up the remainder of our \$24 million annual budget. We give thanks for how God works to supply the needs of the Covenant Church.

This toolkit has been created to help inspire new ideas within your team to propel your ministries forward and to equip you with resources to successfully collaborate in Advancement ministry. Here you will find many tips, tools, and templates to use as you see fit. Always feel free to reach out to any member of our team for support along the way.

Thank you for joining us in the journey—we are indeed stronger together.

Gratefully, The Mission Advancement Team — September 2020

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About the Evangelical Covenant Church

Mission Priorities

START AND STRENGTHEN CHURCHES

The Covenant Church is committed to start and strengthen healthy, missional churches that plant healthy, missional churches.

By healthy, we mean pursuing Christ, and by missional we mean pursuing Christ's priorities in the world. The local church is God's basic strategy to carry out mission in the world. Through planting new churches and providing resources to strengthen existing congregations, these ministries seek to reach more people with the hope of Christ.

MAKE AND DEEPEN DISCIPLES

The Covenant Church is committed to help people experience new life in Christ, and then grow deeper in Christ in a lifelong journey of faith. Our vision is to mobilize a multiethnic movement of disciples who make disciples of all ages. We desire to help Covenanters of all ages and backgrounds navigate the complete journey of faith and regularly see the transforming power of Jesus.

LOVE MERCY DO JUSTICE

The Covenant Church is committed to joining God in making things right in our broken world. From its inception, the Covenant has been concerned with helping hurting people and addressing the causes of that hurt. From a biblically rooted framework, we desire to resource and equip the local church in its call to love, serve, and work together with people at the margins toward holistic individual, family, and community transformation.

DEVELOP LEADERS

The Covenant Church is committed to developing and strengthening leaders, both clergy and lay, through advocacy, endorsement, care, and formation. We serve Covenant clergy by investing in their ongoing personal and professional growth through credentialing, pastoral care and support, leadership training, and continuing education. The Covenant engages in the ongoing development of lay leaders through focused leadership training and equipping for congregational vitality.

SERVE GLOBALLY

The Covenant Church is committed to God's mission and the church's participation in extending the whole gospel to the whole world. We engage in global ministries of mission, relief, and development, through global partnerships and Covenant global personnel, to make and deepen disciples, start and strengthen churches, develop leaders, love mercy and do justice, and serve globally across cultures and around the world.

**We join God in God's mission
to see more disciples among
more populations in a more
caring and just world.**

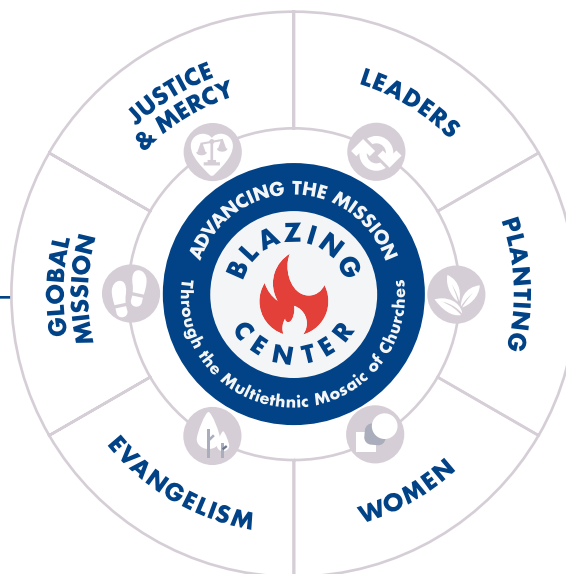
Covenant Affirmations

The Covenant Affirmations are the distillation of our values—biblically, theologically, and communally—that hold us together.

WE AFFIRM...

- the centrality of the Word of God.
- the necessity of the new birth.
- a commitment to the whole mission of the church.
 - the church as a fellowship of believers.
- a conscious dependence on the Holy Spirit.
 - the reality of freedom in Christ.

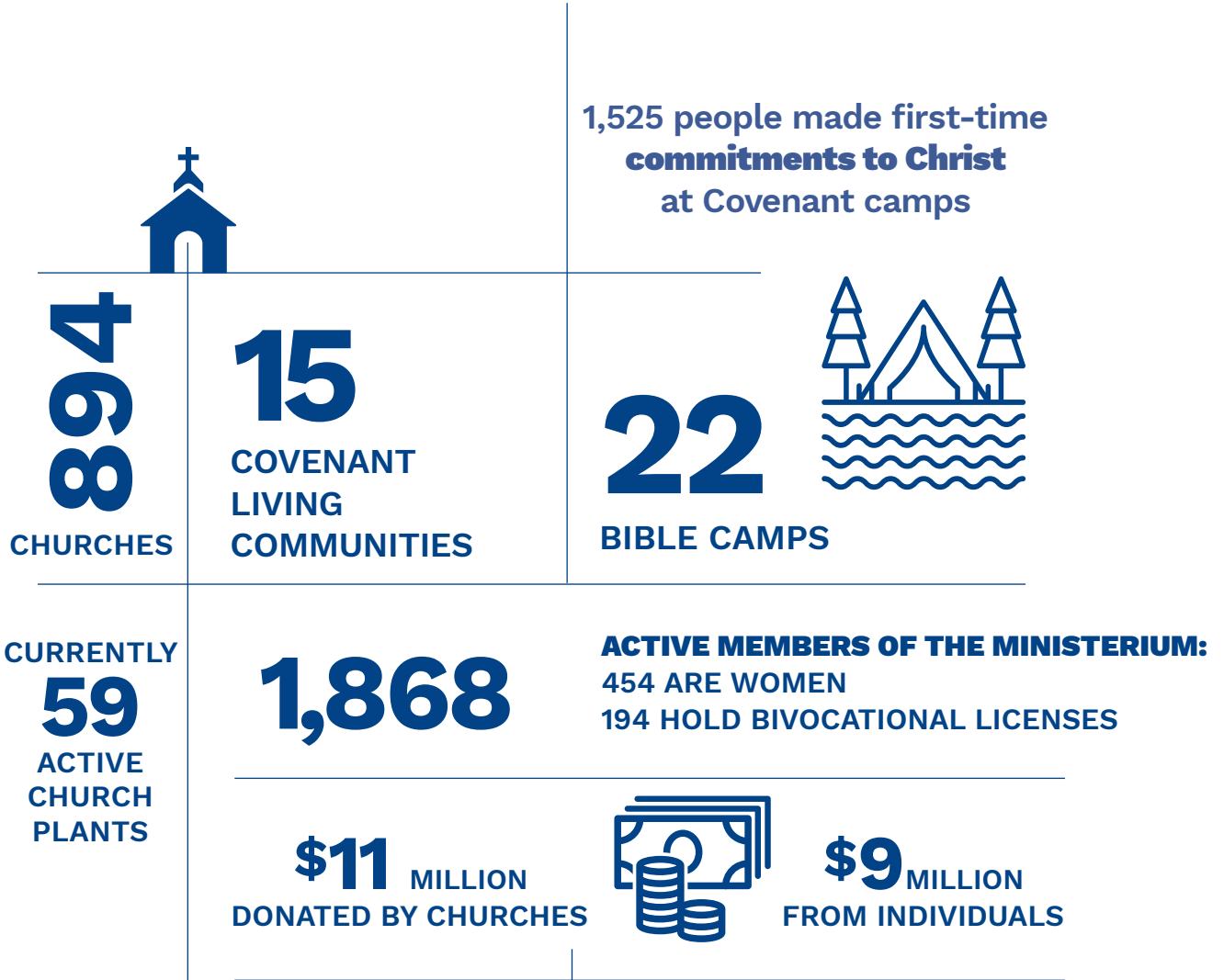
VISION POINTS



We are a multiethnic movement of nearly 900 congregations across the U.S. and Canada with ministries on five continents. We value the Bible as the Word of God, the gift of God's grace through faith in Jesus Christ, the call to extend God's love to a hurting world, and the strength that comes from unity within diversity.

Evangelical Covenant Church Fact Sheet

BY THE NUMBERS



1,000 decisions to follow Jesus
WERE MADE AT CHIC/UNITE

\$1 MILLION raised to support
national disaster relief efforts

Evangelical Covenant Church Fact Sheet

BY THE NUMBERS

2,650 Covenanters participated
in racial righteousness and
reconciliation experiences



**Covenant Initiatives for Care
houses four ministries:**

Covenant
Enabling
Residences

Covenant
Children's
Ministries

WellSpring
Center for
Hope

Ädelbrook
Behavioral
and Devel-
opmental
Services



**North Park
University**

400+
congregations
participated in
Congregational Vitality
in the past 10 years.

129,884
Members of
Covenant Churches

220,788
Average
Covenant Church
Sunday Attendance



40 Students
enrolled in
the first
cohort of
North Park
Theological
Seminary's
**School of
Restorative
Arts at
Stateville
Correctional
Center**



GLOBAL PERSONNEL SERVING IN

59 countries in **5** regions
AFRICA, ASIA, EUROPE, LATIN AMERICA,
AND MIDDLE EAST NORTH AFRICA

133 international community
development projects through
Serve Globally ministries

11 Conferences
IN THE U.S. AND CANADA



Vision, Mission, and Values

ADVANCEMENT FOR THE EVANGELICAL COVENANT CHURCH

Mission:

To inspire transformational generosity throughout the Covenant as we join God in God's mission to see more disciples among more populations in a more caring and just world.

Vision:

Bountifully resourced Covenant mission and ministry that brings the transformative love of Christ to real people in real places.

Bringing together
God's resources
and God's people

Values:

WE ARE MOTIVATED BY MISSION.

We stand on the shoulders of our founders, the Mission Friends who sought to be gracious friends in Christ, united for mission. They passed onto us a heart for lost and hurting people, and we gladly pursue that mission today through five mission priorities: Start and Strengthen Churches, Make and Deepen Disciples, Develop Leaders, Love Mercy Do Justice, and Serve Globally.

WE ARE IN IT TOGETHER. As members together in the body of Christ, we join God in God's mission and do it best by joining together. Called into mutual partnership of the ECC, the Covenant, conferences, local church, and individuals all advance mission and ministry.

WE STRATEGICALLY ALIGN SUPPORT.

Bringing together God's resources and God's people to align generosity and mission with faithful, efficient, and transparent financial structures to greatly strengthen and sustain ministry.

WE TRUST IN A GENEROUS GOD. Believing that our generous God has an abundance of resources for supporting God's work through the Covenant, we support and do not compete with other ministries, Covenant or non-Covenant, trusting in God's provision for all our needs. We commend ourselves to people and churches that support Covenant mission and ministry with a gracious, albeit urgent, invitation. And we seek in all ways to protect the freedom, heart, wishes, and intent of those who support Covenant mission and ministry.

Why the Covenant?

A 30-SECOND RESPONSE

WHY:

- Is my church part of the denomination called the Covenant?
- Does it matter to me to be part of the Covenant?
- Should I give to support Covenant Mission and Ministry

A 30-SECOND RESPONSE TO FREQUENTLY ASKED QUESTIONS DESIGNED TO INSPIRE AWARENESS AND DEEPER CONNECTION WITH THE COVENANT.

WHY DOES THE COVENANT DENOMINATION EXIST?

We exist to serve the local church at home and to the ends of earth.

The Evangelical Covenant Church exists to encourage, equip, and resource the local church. We strive to unite local churches together in mission and ministry to extend the whole gospel to the whole world.

WHO ARE WE AS THE COVENANT?

We are a movement of nearly 900 congregations responding to God's call to serve a world of great need to proclaim and demonstrate the good news of Jesus Christ.

We value the Bible as the Word of God, the gift of God's grace and ever-deepening spiritual life that comes through a faith in Jesus Christ, the importance of extending God's love and compassion to a hurting world, and the strength that comes from unity within diversity.

Why the Covenant?

A 30-SECOND RESPONSE

WHY SHOULD MY CHURCH GIVE TO SUPPORT THE COVENANT?

WHY SHOULD I PERSONALLY GIVE TO SUPPORT THE COVENANT?

All the financial support to the Evangelical Covenant Church is shepherded and stewarded to enable the ministry of our local churches to be as missional and healthy as possible as they carry out God's mission in the world.

WE UNITE CHURCHES TOGETHER IN:

- International partnerships in 59 countries around the world, where we work alongside national leaders to advance our shared mission priorities globally
- Church planting throughout the United States and Canada
- Community transformation ministries in affordable housing, low-income medical clinics, immigration services, senior housing, and group homes for adults with developmental disabilities, and more

WE RESOURCE THE LOCAL CHURCH SO IT CAN FOCUS DIRECTLY ON HEALTHY, MISSIONAL MINISTRY. SUPPORT WE OFFER INCLUDES:

- Equipping and supporting pastors
- Providing materials and training for evangelism and community transformation
- Ministry development grants for community transformation efforts
- Consulting to help navigate important ministerial processes such as pastoral searches
- Employee benefit programs
- Loan programs for land and facility projects

WHAT HAPPENS WHEN MY CHURCH, THE COVENANT, AND I PARTNER IN MISSION AND MINISTRY?

Together we see more people transformed by the love of Christ.
Together we strengthen more churches, pastors, and missionaries.
Together we extend compassion and hope to marginalized people.
Together we go deeper in Christ and further in mission.

As from our beginning...**we do all of this for God's glory and neighbor's good.**

Covenant Leadership Summary

MISSION ADVANCEMENT

EXECUTIVE
SUMMARY

Dear Evangelical Covenant Church Leader,

Thank you for your service to the mission and ministry of the Evangelical Covenant Church through the work you do as we join God in God's mission to see more disciples among more populations in a more caring and just world.

Mission Advancement serves to bountifully resource the expansive mission and ministry of the Covenant through generous support that helps us bring the transformative love of Christ to real people in real places. We are honored and humbled to tell the story of how God is actively at work in the world through the Covenant Church, and we are excited to invite people to participate with their prayers, service, and generosity in this work.

We believe that every denominational leader is a partner with us in this ministry. We invite all who serve churches and ministries of the Covenant to join us in **thanking** those who support our shared ministry of the Covenant Church, to **strategically ask** for their continued and growing support, and to serve as extensions of **care and community** to the larger faith family.

This Covenant Leadership Summary has been created as an at-a-glance guide for you to successfully collaborate in Mission Advancement ministry. Thank you for joining us in this journey—we are in it together.

Deeper in Christ and

further in mission

TOGETHER.

Covenant Leadership Executive Summary

Three Foundational Elements of Covenant Mission Advancement

ONE: Gratitude

Know that you represent not only yourself but the Covenant Church in every interaction with our leaders, churches, and individual Covenant believers. Make sure they know how thankful we are for their faithful participation in our common ministry. Make sure they know their giving matters.

TWO: Invitation

- **Be specific. Be clear. Be direct.**

There is no movement of the kingdom of God in people's lives or in the church as a whole without a grace-based discipline of asking people to participate in the mission and ministry of the church.

- **The number one reason people give to a specific cause or participate in a specific ministry is because they were asked.**

Has your life ever been transformed by an opportunity to give, share, or serve? If so, did you ever resent the person or persons who gave you that opportunity for transformation? Of course not!

- **When you invite someone to give, you are genuinely offering them a great privilege.**

You are giving them an opportunity to participate in the ongoing work of Jesus to make all things new. To ask is to offer an amazing gift.

- **Asking includes creating a picture of a desired future of impact for the kingdom of God.**

THREE: Pastoral Care

- **Our first task in any encounter is to care for each person created, loved, and kept by our gracious God.**

When we lead with thoughtful, authentic, listening care, everything else we say and do is bathed with the "unity of the Spirit through the bond of peace" (Ephesians 4:3).

- **It is in this context of relational pastoral care that we can express thanks and extend invitations with care, freedom, and joyful enthusiasm.**

Top Three Reasons People Give to the Covenant

ONE: Because of the compelling mission and vision.

TWO: Because gifted and trusted leaders of the Covenant and the conferences lead with integrity and faithfulness to Christ, and are encouraged and held accountable by executive boards.

THREE: Because of the trustworthy financial integrity and accountability of the administration and Finance Office of the Covenant denomination and conferences.

Funding the Coordinated Budget

Mission Advancement annually raises funds from both individuals and churches to fully resource mission and ministry with special emphasis on funding the coordinated ministry budget through two annual strategies; the Covenant Mission and Ministry Fund and 3StrandStrong.

Covenant Mission & Ministry Fund

The Covenant Mission and Ministry Fund serves as the building block for individual fundraising through which we establish a base of involved, informed, and connected donors. The annual campaign provides a steady flow of income for mission and ministry and equips the church to build upon its resource foundation to advance and sustain ongoing ministry.

This is why collaboration with all five mission priorities is important. When key in-budget projects are identified by each mission priority, we can encourage donors to direct their giving to fulfill our budget vision and give to ministry that is meaningful to the donor. Covenant giving options are donor-centered and it is our responsibility to report to donors where their money goes and how it is making a difference.

A key factor in donor satisfaction and retention is the assurance that their gifts are used in the manner specified. Research shows that donors are willing to renew and make larger gifts when they know the impact of their giving.

Undesignated gifts are most helpful as we can apply them to any area of the coordinated ministry budget. We ask for undesignated gifts by asking donors to support the Covenant Mission and Ministry Fund.

3StrandStrong

The way Advancement partners and engages with the local church in giving is called 3StrandStrong—Congregation. Conference. Covenant. The local church is encouraged to give 6.5% to the Covenant denomination and 3.5% to their local conference. In Ecclesiastes 4:12 we read that a cord of three strands is not easily broken. That is what 3StrandStrong is all about.

We believe the local church is God's basic strategy for reaching the world. The aim of the Covenant is to serve our churches and to unite our churches in service together.

We believe in the power of partnership—our name underscores this value. The Covenant is a partnership drawn together to spur one another to go deeper in Christ and further in mission.



Covenant Leadership Executive Summary

FUNDRAISING TIP SHEET

Fundraising Tips

OVERCOMING THE FEAR OF FUNDRAISING

Strong fundraisers communicate and listen well. They are patient and persistent. They are also team players, representing the organization effectively among supporters and potential partners. And they deliver results.

- **Have confidence in your role with the Covenant** and the ministry you work in to make a difference in God's kingdom.
- **Remember how important this work is.** It is not about the amount raised but rather what the money will allow God to do in and through the Covenant.
- **Practice making requests** with other staff members.
- **Make the easiest call first.** Start with a donor who already supports your ministry.
- **Be yourself and be natural.** Make your own contributions to Covenant ministry so you can share your authentic heart with donors through your full support.
- **Think about the positive impact that will happen because of your efforts.** Be proud of your involvement in helping others grow in their spiritual walk of stewardship and the effect this will have on your ministry.
- **Concentrate in putting yourself in the other person's shoes.** Imagine how they would like to be approached or what they would like to hear about your ministry.
- **Share your experiences with our Advancement team** so we can learn from one another.

MAKING THE ASK

- **Be natural and be yourself.**
- **Set an appointment to meet with the donor or church,** making sure the time is convenient for them.
- **Be familiar with your ministry/materials and know specifically what you are asking for.** Do this preparation ahead of the meeting.
- **Explain the ministry succinctly.** Be sure to invite any questions and share any materials if the donor is interested.
- **Explain your own interest in the ministry** and why it is important.
- **Pay attention to the right time to make the ask.** Do not rush, but do not be afraid—people want to be invited into making a difference!
- **Know when to stop talking** and let the person give feedback.
- **Be sympathetic to any complaints you hear.** If you don't know how to answer a question, tell the donor you will research the answer and get back to them.
- **If the donor says "no," thank him or her politely for their time** and leave smiling. Perhaps the time will be right in the future.
- **If the donor says "maybe," arrange a specific time to check back in with them,** leave them with any appropriate materials about the ministry and its impact, and be sure to let them know the best way to contact you.
- **If the donor says "yes," thank them and make arrangements** for how they prefer to make a gift (check, online, through a donor-advised fund, etc.).

Covenant Leadership Executive Summary

FUNDRAISING TIP SHEET

EXECUTIVE
SUMMARY

Be sure they know the different options of how to give. For a complete list of ways to give, visit covchurch.org/donate/ways-to-give.

- **Express genuine gratitude** for their time.
- **After you have had a meeting with a donor (individual or church) fill out the [Contact Report form online](#)** so we can have record of the meeting and avoid donor fatigue. This way if another staff member wants to contact that donor, they will know if he or she has been recently called and/or asked. **The Contact Report form can be found at CovChurch.org/contactreport.**

CREATING A SPECIAL APPEAL

Additional special projects/project ministries and appeals need to obtain approval to raise funds by following the appeal application process.

Any ministry areas with requests for additional appeals, newsletters, or promotional pieces for the upcoming year may fill out the appeal applications and submit to mission advancement. The Covenant Offices Leadership Team (COLT) will review all submitted requests from each mission priority area and provide a recommendation for which appeals will be launched during that fiscal year.

How to respond to frequently asked questions and develop a deeper relationship with the Covenant.

Why is my church part of the denomination called the Covenant?

Does it matter to me to be part of the Covenant?

Should I give support to Covenant Mission and Ministry?

Why does the Covenant denomination exist?

We exist to serve the local church at home and to the ends of earth.

The Evangelical Covenant Church exists to encourage, equip, and resource the local church and unite local churches together in mission and ministry to extend the whole gospel to the whole world.

Who are we as the Covenant?

We are a movement of nearly 900 congregations responding to God's call to serve a world of great need to proclaim and demonstrate the good news of Jesus Christ.

We value the Bible as the Word of God, the gift of God's grace and ever-deepening spiritual life that comes through faith in Jesus Christ, the importance of extending God's love and compassion to a hurting world, and the strength that comes from unity within diversity.

Covenant Leadership Executive Summary

INSPIRE GENEROSITY: 30-SECOND ELEVATOR SPEECH

Why should my church give to support the Covenant? Why should I personally give to support the Covenant?

All financial support to the Covenant is shepherded and stewarded to enable the ministry of our local churches to be as missional and healthy as possible as they carry out God's mission in the world.

We unite churches together in:

- International partnerships in 59 countries around the world, where we work alongside national leaders to advance our shared mission priorities globally
- Church planting throughout the United States and Canada
- Community transformation ministries in affordable housing, low-income medical clinics, immigration services, senior housing, and group homes for adults with developmental disabilities, and more.

We resource the local church so it can focus directly on healthy, missional ministry. Support we offer includes:

- Equipping and supporting pastors
- Providing materials and training for evangelism and community transformation
- Ministry development grants for community transformation efforts
- Consulting to help navigate important ministerial processes such as pastoral searches
- Employee benefit programs
- Loan programs for land and facility projects

What happens when my church, the Covenant, and I partner in mission and ministry?

Together we see more people transformed by the love of Christ.

Together we share and tell more of God's story.

Together we strengthen more churches, pastors, and missionaries.

Together we extend compassion and hope to marginalized people.

Together we go deeper in Christ and further in mission.

As from our beginning...we do all of this for God's glory and neighbor's good.



Theology of Advancement

We invite all who serve the churches and ministries of the Covenant to **join us in thanking those who support the shared mission and ministry of the Covenant Church.** We strategically ask for their continued and growing support, and to serve as extensions of care and community to the larger faith family.

Advancement in the church has three parts:

advancement as **gratitude,**
advancement as **invitation,**
advancement as **pastoral care.**

Asking includes creating a picture
of a desired future of impact
for the kingdom of God.

SECTION

2

MISSION
ADVANCEMENT
TOOLKIT

CULTURE OF GENEROSITY

Theology of Advancement



Advancement as Gratitude

“I thank my God every time I remember you. In all my prayers for all of you, I always pray with joy because of your partnership in the gospel from the first day until now.”

— PHILIPPIANS 1:3-5, NIV

“Every time we think of you, we thank God for you. Day and night, you’re in our prayers as we call to mind your work of faith, your labor of love, and your patience of hope in following our Master, Jesus Christ, before God our Father.”

— 1 THESSALONIANS 1:2-3, THE MESSAGE

The Apostle Paul employed the power of targeted thanks liberally and effusively with congregations, individuals, and leaders in the life of the early church. Paul’s letters start and end with thanksgiving for the work of believers. In fact, his thanks season the letters with grace all the way through. Paul wanted to encourage, honor, empower, and embolden believers in their “works of faith” as they followed Jesus Christ.

Whenever you give a workshop or seminar, meet with a church committee or leadership team, talk with a pastor, meet with groups of pastors at conference events, or engage with the folks who share a common ministry focus—**in other words in every contact with the people of the Evangelical Covenant Church, it is vitally important to express thanks and deep appreciation.**

Specifically, it is important to say in your own words, “Thank you for your active and engaged participation in the advancement of God’s kingdom through your partnership with the mission and ministry of the Evangelical Covenant Church!”

BE SPECIFIC. BE CLEAR. BE DIRECT.

Know that you represent not only yourself but the Covenant Church in every interaction with our leaders, churches, and individual Covenant believers. Make sure they know how thankful we are for their faithful participation in our common ministry. **Make sure they know their giving matters.**

Advancement as Invitation

“Ask and it will be given to you; seek and you will find; knock and the door will be opened to you. For everyone who asks receives; the one who seeks finds; and to the one who knocks, the door will be opened.” — MATTHEW 7:7-8, NIV

There is no movement of the kingdom of God in people’s lives or in the church as a whole without a grace-based discipline of inviting people to participate in the mission and ministry of the church.

Our churches, leaders, and individual Covenanters are asking this question: “Why should we participate in the mission and ministry of the Covenant?”

They need to hear that answer with simplicity and clarity.

Our response includes creating a picture of a desired future of impact for the kingdom of God. This means describing the five mission priorities of the Covenant Church—Start and Strengthen Churches, Love Mercy Do Justice, Develop Leaders, Make and Deepen Disciples, and Serve Globally—and their goals and impact on the local church.

IMPORTANT REMINDER: We do not have exclusive access to Covenant churches.

Covenant churches and individuals are receiving asks/requests from numerous other Christian organizations and nonprofits all the time. If we are not asking for their participation and support in an active and systematic manner, our churches will not know of the Covenant ministries that are worthy and in need of their prayer and financial support.

Two Essential Aspects of Inviting

1. Invitation opens up the power of multiplying ministry.

The number one reason people give to a specific cause or participate in a specific ministry is because they were asked.

Has your life ever been transformed by an opportunity to give, share, or serve? If so, did you ever resent the person or persons who gave you that opportunity for transformation?

Of course not! When you ask someone to give, you are genuinely offering them a great privilege. You are giving them an opportunity to participate in the ongoing work of Jesus to make all things new. To ask is to offer an amazing gift.

2. Invitation liberates both the person asking and the person being asked.

- Asking is not manipulation.
- Asking is not exercising control or force.
- Asking does not try to ensure what we are asking for—it leaves the results in God’s generous hands.

Asking leaves the results in God’s generous hands.

Theology of Advancement

What Is Invitation?

In *The Divine Conspiracy*, author and theologian Dallas Willard writes, “Asking is a form of communication in which one person extends an invitation to another while carefully protecting that person’s freedom to decline the invitation.”

He continues, “Asking is the way of the request...it is a way that actually works, because it draws people into the kingdom rather than into the web of our devices and plans for them....Asking is indeed the great law of the spiritual world through which things are accomplished in cooperation with God and yet in harmony with the freedom and worth of every individual.”

To Church Pastors

- **Begin with questions about them.** Ask, “How are you? How is your family? What is encouraging in your life and ministry? What is challenging?” Building genuine relationships is crucial to having fruitful giving conversations.
- **Then thank them specifically.** Thank them for the ways they are leading their church into supporting Covenant mission and ministry. If they are not doing so, ask them to take a more active role.
- **Specifically ask them to consider moving forward.** Refer to the stages of giving (see pg. 23 in this toolkit), and ask them to identify which stage they are currently in. Remind them that we are glad to send representatives to their leadership or congregation to share and to help them appreciate the value and excitement of our shared ministry.

To Church Leaders, Councils, Leadership Teams, Mission Committees, etc.

- Begin with thanks.
- Continue with questions that allow them to celebrate their local ministry.
- Provide a report on their giving to the Covenant. The Mission Advancement team can help provide this information to you prior to your conversation.
- Ask them to consider growing their support. Together, consider ways to do that which match the character and gifts of their particular congregation.

To Potentially Generous Covenant Individuals

We request that all who represent the mission and ministry of the Covenant think creatively about those in their spheres of influence who might be willing to include financial support for Covenant mission and ministry. Recognizing that some people have different capacities to give, we value each individual and are privileged to provide them the opportunity to give.

A gentle ask to all givers, regardless of their capacity, might sound like this: “Jim and Kathy, would you ever consider including Covenant Mission and Ministry in your giving?” If they say yes, you can pass their name along to Advancement and we will receive it enthusiastically.

Advancement as Pastoral Care

“Paul, an apostle of Christ Jesus by the command of God our Savior and of Christ Jesus our hope. To Timothy my true son in the faith: Grace, mercy and peace from God the Father and Christ Jesus our Lord.” – 1 TIMOTHY 1:1-2, NIV

Our first task in any encounter is to care for each person we meet as one created, loved, and kept by our gracious God. When we lead with thoughtful, authentic, listening care, everything else we say and do is bathed with the “unity of the Spirit through the bond of peace” (EPHESIANS 4:3).

Author and pastor Eugene Peterson reminded us that ministry is not when we think we can help someone or when we think we can use the gifts or resources of someone. Ministry is when we encounter them as a fellow follower of Christ and help them take their next step of faith with Jesus.

When we invite pastors or individuals to support the mission and ministry of the Covenant Church, we always engage in that invitation with a first priority to see, relate, and serve that person as a unique child of God with unlimited value. It is in this context of relational pastoral care that we can express thanks and extend invitations with care, freedom, and joyful enthusiasm.

To ask is to offer an amazing gift.

Individuals give to the Covenant...

... because of the compelling mission and vision.

We know that our commitment to this mission makes a deep and ongoing impact in people's lives and their communities. The Covenant and the regional conferences, alongside local congregations, join God in God's mission to see more disciples among more populations in a more caring and just world.

Contributions resource the Covenant and the conferences to serve all local congregations, unite congregations to serve together, and serve on behalf of congregations for the mission of the kingdom of God.

... because gifted and trusted leaders of the Covenant and the conferences are encouraged and held accountable by Executive Boards.

Our leaders serve with integrity, diligence, focus, and authentic faithfulness to Christ and through the leading and empowerment of the Holy Spirit.

... because of the trustworthy financial integrity and accountability of the administration and Finance Office of the Covenant and the conferences.

These offices oversee the management and allocation of funds for budgeted and Spirit-led purposes.

- The Executive Board oversees finance reviews three times per year.
- Capin Crouse CPA and consulting firm performs an annual audit.

Responsibilities of a Christian Fundraiser

As Christian fundraisers, we adhere to a high code of conduct. As we each serve on behalf of the denomination, **we remember this calling in the following ways.**

“AS A FUNDRAISER I AM A...”

... voice

revealing how God is at work in mission and how you are part of it.

... light

unveiling an opportunity for the action of generous discipleship.

... reminder

to overflow in the grace of giving.

... call to faith

and to trust in God’s abundance and provision.

light

blessing

... participant with the Holy Spirit

who prompts the heart and action of others.

... prayerful, dependent follower of Jesus

lifting up God’s commission and commandment.

... channel of blessing

for those who give

(PHILIPPIANS 4:17-19).

FUNDAMENTAL ASSUMPTIONS FOR THE CHRISTIAN FUNDRAISER*

- **GOD IS THE GENEROUS GIFT GIVER OF MONEY AND POSSESSIONS.**
 - That knowledge generates in us a response of gratitude.
 - We remember that money is not achievement or accomplishment.
- **FAITHFULNESS AND OBEDIENCE ARE THE SOURCE OF JOY AND FULFILLMENT IN ONE’S TRUE LIFE WITH GOD.** Our conduct matters to our well-being.
- **ALL WE HAVE—MONEY AND POSSESSIONS—BELONGS TO GOD AND IS HELD IN TRUST BY COMMUNITY.**
 - We are stewards of God’s entrustment, and we are accountable for our management of that trust.
 - Flourishing follows faithful management.
- **GIVING MONEY AND LIVING AS DISCIPLES OF CHRIST ARE INSEPARABLY INTEGRATED—**material and spiritual are of a whole person.
- **MONEY AND POSSESSIONS ARE SOURCES OF SOCIAL JUSTICE—**remember the poor, love the neighbor and the neighborhood.
- **MONEY AND POSSESSIONS ARE TO BE SHARED FOR GOD’S MISSION—**what you have is for others. God trusts you to steward God’s provisions for God’s mission.
- **GENEROSITY TOWARD OTHERS REFLECTS THE GENEROSITY OF GOD.** Cheerful giving, according to what you have, not reluctantly, not under compulsion, imitates God’s limitless cheerful generosity and grace.

*Adapted from Walter Brueggemann, *Money and Possessions* (Westminster John Knox Press, 2016).

Advancement Standard of Practice

In a changing giving landscape, the Covenant is **intentionally focusing on growing our unrestricted funds** for greater Covenant mission and ministry.

Why is unrestricted giving so important?



First, a note on terms:

RESTRICTED GIFT: A restricted donation is reserved and can only be used for the specific purpose defined.

UNRESTRICTED GIFT: An unrestricted gift is a gift made by a donor with no limitations on how the gift is to be used. Unrestricted gifts are usually available for nonprofit organizations to use toward any purpose. This is a very convenient form of support because it permits a nonprofit or charity to act with operational and intellectual flexibility based on immediate need.

DIRECTED GIFT: A directed gift is an unrestricted contribution that funnels a donor's gift to the broad budget-funding categories and is tracked through appeal codes. This type of gift is directed toward an in-budget ministry project. A directed gift can satisfy the donor's desire to allocate a gift as well as the denomination's need for flexible donations.

We believe the best way to steward ministry support is by emphasizing the value of unrestricted gifts through directed giving.

Advancement Standard of Practice

Our Annual Goal

Our annual goal is to raise funds to fully resource mission and ministry within the coordinated budget of the Covenant Church. How can we honor a donor's intent while at the same time seeking gifts for where needed most? We believe Covenant giving options are donor-centered and that we have a responsibility to report to donors where their money goes and how it is making a difference, as well as any necessary documentation for tax purposes.

This is why it's important for Mission Advancement to collaborate with all five mission priorities—to know what programs are highlighted each year and what we can share with donors about impact. This is why Mission Advancement asks the priorities for a list of in-budget projects each year.

Unrestricted Directed Gifts



A key factor in donor satisfaction and retention is the assurance that their gifts are used in the manner they specified. Research shows that donors are willing to renew and make larger gifts when they know the impact of their giving.







We accomplish this by producing an Annual Report as well as individual reporting back to donors about the impact of their gifts.

The fact is that **unrestricted gifts are needed** to support the in budget ministry expenses of the five mission priorities

Advancement Standard of Practice

THIS IS HOW WE CONVEY THIS MESSAGE: The Covenant Mission and Ministry Fund (CMM) is the core support for all mission and ministry in and through the Evangelical Covenant Church.

CMM SUPPORTS ALL 5 MISSION PRIORITIES MAKING SUCH IMPACT AS:

<p>HELPED START A NEW CHURCH EVERY TWO TO FOUR WEEKS IN THE U.S. OR CANADA</p> 	<p>SUPPORT TO LIFE-CHANGING PROGRAMS LIKE UNITE</p> 
 <p>SUPPORT TO 120 GLOBAL PERSONNEL INDIVIDUALS SHARING THE GOSPEL AND LIVING OUT THE IMPLICATIONS OF THE GOSPEL ALL AROUND THE WORLD</p>	<p>SUPPORT TO VITALITY PATHWAY THAT HELPS COVENANT CHURCHES BECOME STRONG AND MISSIONAL IN THEIR COMMUNITIES</p> 
 <p>146 PEOPLE PARTICIPATED IN FOUR SANKOFA TRIPS IN 2019</p>	 <p>CREDENTIALING, EDUCATION, AND CARE FOR 2,591 COVENANT MINISTERS</p>

Advancement Standard of Practice

The Covenant's Mission and Ministry Fund is set up to provide the flexibility of unrestricted dollars. This structure works by having in-budget directed ministry funds to which donors can direct their giving. **We offer donors a choice and inform them how their gifts are being used within the directed ministry area.**

HAVING A DIRECTED GIFT ALLOWS DONORS TO GIVE TO AREAS OF PERSONAL INTEREST WHILE STILL SUPPORTING ESSENTIAL COVENANT MISSION AND MINISTRY.

Donors can choose from a selection of funds representing broad groupings of budgeted items within the approved coordinated budget. When they make a gift in this way, donors are informed that their gift will be directed toward the ministry of their choice. Should the directed contributions exceed the ministry need, dollars will be allocated to other areas of need within the fund family.

HOW WE ASK A DONOR FOR A GIFT UPFRONT ALLOWS US TO EXPLAIN DIRECTED GIFTS.

The language we use when asking for directed gifts is of critical importance.

For example, when an appeal is created for a specific purpose such as hurricane relief through domestic disaster response, we can use language to help highlight the specific and current relief efforts inside the domestic disaster response family of funds. Therefore, a donor may give to the domestic disaster response fund at the time it is serving hurricane relief efforts for Hurricane Harvey. Once this ministry is complete, excess dollars will continue to

be used in the area of domestic disaster relief and may go on to be used for a specific fire relief project. We can then track the monies that come in for the specific relief project through appeal codes and use those monies for that intended purpose until the need is fulfilled. Once the need is fulfilled, if additional monies remain, they can be allocated elsewhere to be used within the family of funds.

It is of utmost importance that we always include language that specifies how the donation will be used for the intended purpose.

We have found, in fact, that the most commonly selected fund is the "area of greatest need." We are grateful that this continues to resonate with our donors and that they are able to partner with us in the greater mission and ministry of the Covenant.

However, in some instances, a donor requests a specific gift designation to a project. In these cases, the Advancement team together with the donor will determine whether restricting the gift is an appropriate option. **Please connect with Mission Advancement staff as these moments arise, so we can work with you and the donor to make sure the gift is allocated correctly.**

3StrandStrong

The denomination exists to serve the local church, and we trust the local church for financial partnership in our joint mission venture.

The financial support of the local church is the major source of funding for the Covenant mission and ministry budget. The Covenant budget supports important ministries to, with, and on behalf of congregations and clergy. Additionally, it encompasses all of our global mission (such as missionaries/global personnel), provides support and services to Covenant-related affiliates, and carries system-wide liability on behalf of the whole.

HOW DOES GOD CALL THE LOCAL CHURCH TO JOIN IN GIVING?

FIRST **Discipleship that embraces generosity in relation to our money and possessions is a critical need today in the church.** This is a deeply spiritual matter that the Bible addresses repeatedly, yet we are often reluctant to be open and accountable to talking about money in the church.

SECOND **When we neglect the call to generosity and stewardship, we deprive our congregations of the joy of giving and personal expressions of gratitude for God's gifts of grace and provision.** God's mission is accomplished by the power of the Spirit, and we are invited to fully participate in the vision and mission of God in tangible, practical, financial ways.

THIRD **We cannot commit to being people of compassion, justice, and mercy without talking about money and generosity.** God's prophets call us to accountability and love for our neighbor and our neighborhood. God's justice is concerned with the use of wealth, distribution of resources, sharing with those in need, and empowering people.

3StrandStrong

ECCLESIASTES 4:12

A CORD OF THREE STRANDS IS NOT QUICKLY BROKEN.

What Is 3StrandStrong?

The way Advancement partners and engages with the local church in giving is called 3StrandStrong:

**Congregation.
Conference.
Covenant.**

Through local church visits, regular communications, and relationship-building with local pastors and leadership teams, we invite each congregation to devote a combined tithe of its general fund income to partner with the Covenant and regional conference.

**THE RECOMMENDED
GIVING LEVELS ARE:**

6.5%
to the Covenant

3.5%
to the conference

Through 3StrandStrong we also encourage the following steps toward investing in the Covenant:

STAGE 1:

PERCENTAGE GIVING—This is the biblical principle of proportionality. For instance we encourage the local church to convert Covenant and conference giving to their respective percentages relative to the church general fund income.

STAGE 2:

PROGRESSIVE GIVING—This is the biblical principle of increased faithfulness over time. Our hope is that every congregation would advance its percentages over time to the Covenant and conference toward the combined tithe (6.5% Covenant, 3.5% conference) or beyond.

STAGE 3:

PRIORITY GIVING—This is the biblical principle of giving to God from the first fruits of the harvest. We encourage the local church to forward the determined percentage amount to both the Covenant and the conference on a monthly basis.

STAGE 4:

PACESETTING GIVING—This is the biblical principle of exemplary stewardship that goes beyond the expected as modeled by the Macedonians in 2 Corinthians. Many congregations are already pacesetters who give beyond the recommended guidelines. These churches serve as an aspirational

example for others.

Why 3StrandStrong?

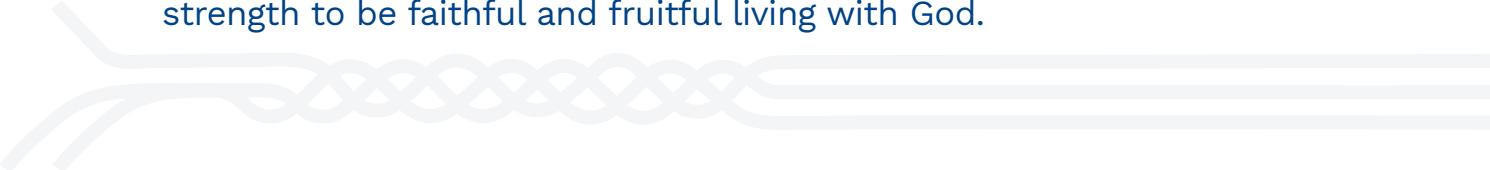
We believe the local church is God’s basic strategy for reaching the world. The aim of the Covenant is to serve our churches and to unite our churches in service together. We believe in the power of partnership—our name underscores this value. The Covenant is a partnership drawn together to spur one another to go deeper in Christ and further in mission.

The incline for ministry is growing ever steeper. We need each other more than ever.

**In Ecclesiastes 4:12 we read that a cord of three strands is not easily broken.
That is what 3StrandStrong is all about.**

We are a cord of three strands:

Nearly 900 local congregations, each of the 11 regional conferences, and the Covenant woven together give all parts strength to be faithful and fruitful living with God.



Every engagement, every prayer, every act of fellowship and service, every dollar invested strengthens the partnership for the sake of stronger churches and wider impact. We believe that every Covenant denominational staff person plays a significant role in building strong and positive relationships with churches through 3StrandStrong.

3StrandStrong

ECCLESIASTES 4:12

A CORD OF THREE STRANDS IS NOT EASILY BROKEN.

IN PARTNERSHIP, WE SERVE EVERY CHURCH THROUGH:

- **Vitality resources** to evaluate and plan for a healthy, missional future
- **Supporting clergy** who are continually growing as competent servant leaders
- **Support for churches** in times of crisis
- **Events and resources for the discipleship** of children, youth, and adults
- **Resources and training for impacting local communities** through evangelism and community transformation
- **Consultation to navigate important processes** such as pastoral searches
- **Practical resources for church management**
- **Employee benefit programs**
- **Loan programs** for land and facility projects

TOGETHER WE UNITE EVERY CHURCH IN SERVICE THROUGH:

- **International partnerships in 59 countries around the world**, where we work alongside national leaders to advance our shared mission priorities globally
- **Community transformation ministries** in affordable housing and group homes for adults with disabilities and more

VISION OF 3STRANDSTRONG

AS A RESULT OF THIS PARTNERSHIP, IN THIS SEASON WE ENVISION ANNUALLY:

<p>30 new congregations planted in the United States and Canada</p>	<p>10 New missionaries around the world</p>	<p>EVERY PASTOR engaged in personal and professional pathways of healthy mission leadership</p> 
<p>25 neighborhood transformation initiatives in local churches and communities</p>	 <p>100 NEWLY CREDENTIALLED CLERGY</p>	
<p>10,000 New followers of Christ </p>	<p>Every congregation walking toward a healthy, missional future</p>	
<p>Every lay leader resourced with accessible materials and training events</p>		

Church Visit

TALKING POINTS

HOW TO MAKE A CHURCH VISIT

Practical implementation of 3StrandStrong when visiting a church for any reason.

Whenever you give a workshop or seminar, meet with a church committee or leadership team, talk with a pastor, meet with groups of pastors at conference events or with the folks who share a common ministry focus—in other words in every contact with the people of the Evangelical Covenant Church, it is vitally important to express thanks and deep appreciation.

**Specifically,
it is important to say
in your own words,**

“Thank you for your active and engaged participation in the advancement of God’s kingdom that you do through the mission and ministry of the Evangelical Covenant Church!”

BE SPECIFIC. BE CLEAR. BE DIRECT. Know that you represent not only yourself but the Covenant Church in every interaction with our leaders and churches. Make sure they know how thankful we are for their faithful participation in our common ministry. Make sure that they know that their giving matters.

Church Visit

TALKING POINTS

Talking Points

1. EXPRESS APPRECIATION FOR THE CHURCH'S PARTNERSHIP

in the shared mission of the Covenant as we pray, give, and serve the mission of Christ together with regional conference and the denomination.

2. WE IDENTIFY OUR MISSION as “joining God in making more disciples among more populations in a more caring and just world.”

Local churches, regional conferences, and the denomination are invaluable partners in fulfilling this mission. Since our beginning as a partnership of churches, we have united to work together to accomplish more in mission than any of us could do alone.

3. THE COVENANT STRATEGY FOR FULFILLING THE MISSION IS EXPRESSED IN FIVE MINISTRY PRIORITIES:

- Make and Deepen Disciples
- Start and Strengthen Churches
- Love Mercy Do Justice
- Develop Leaders
- Serve Globally



4. SHARE EXAMPLES OF MISSION IMPACT

- In your ministry area
- Through the collaborative mission of all ministry priorities in the Covenant and the conference

5. EXPLAIN WHAT INVESTING IN OUR SHARED MINISTRY CAN HELP MAKE POSSIBLE, MOVING FORWARD:

- Provide examples of what's coming in your ministry priority.
- Provide examples of what's coming in the overall work of the Covenant.

6. GENEROUS GIVING HELPS TO FULFILL GOD'S MISSION IN THE LOCAL CHURCH.

Through 894 churches in 11 conferences joining together as a denomination we live and proclaim the gospel to the ends of the earth. Encourage moving toward a tithe and even more to the Covenant (6½%) and conference (3½%) to extend a congregation's mission regionally, nationally, and globally.

7. THANK THEM FOR THEIR FAITHFULNESS. Encourage them to do more and more as they are able.

Church Visit

CALENDAR AND REPORTING

Calendar and Reporting

Church Visits Calendar All Covenant church visits should be tracked on this calendar. **Please add this shared calendar to your Outlook.**

HOW TO ADD THE CHURCH VISITS CALENDAR TO YOUR SHARED CALENDARS

- Open your Outlook calendar.
- Click on “Add Calendar.”
- Click on “From Address Book.”
- Search for “ECC Church Visits,” select it, and click OK.
- The Church Visits calendar should now appear on the left side of your calendar under “Shared Calendars.”



HOW TO ADD A VISIT TO THE ECC CHURCH VISITS CALENDAR

- Open your personal Outlook calendar.
- Schedule an appointment or meeting (*either one is OK*).
- Click on “Invite Attendees” and enter in ECCChurchVisits@covchurch.org. **This is the crucial part of how to add this meeting to the Church Visits calendar.** You can also invite any other staff to the meeting who may be attending with you.
- Enter in the meeting details. The subject line should include **your name and the name of the church**, i.e., Becky to Rolling Hills Cov; location should include **the city and state of the church**.
- Make sure you select the correct dates/times of the meeting.
- Include any other visit details in the body of the message, such as, “Preaching at Rolling Hills for 6 services and meeting with their missions committee to share a PCP report about Loko Hospital.”
- When you are finished, click “Send.” The calendar will automatically accept the meeting and it should appear on both the ECC Church Visits calendar, your calendar, and the calendar of any other staff you invited to the meeting.

Calendar and Reporting

CHURCH VISIT

CHURCH VISIT CONTACT REPORT

After you have visited a church, met with a pastor or a missions committee, or even had a call with a church/pastor, please enter the information here: covchurch.org/contactreport. The Advancement team will add this information in a timely way to Raiser's Edge under the Actions tab.

You can add this online form to your cell phone so you can fill out your report on the go.



iPhone

1. Open up Safari and load the website covchurch.org/contactreport.
2. On the bottom of the screen, you will see an icon depicting a square and an arrow. Click this.
3. Scroll until you find the option "Add to Home Screen." Select this.
4. You will be asked to choose a name for the home screen icon. Type in "Church Visit Report."
5. You will now be able to access this conveniently whenever you want.

Android

1. Open up Chrome for Android and load the website covchurch.org/contactreport.
2. Tap the menu button and tap "Add to Home Screen."
3. Chrome will now add this to your home screen as an icon and you will be able to access the webpage conveniently whenever you want.

RATIONALE FOR CAPTURING SUMMARY OF CHURCH VISITS/CONTACTS

The goal is to record and make available information, scheduling, and interaction with Covenant churches among all personnel who visit on behalf of the Covenant.

We desire for the data we capture to be useful and effective in decision-making for all Covenant mission and ministry.

WHY IS THIS DATA IMPORTANT?

- **It helps us coordinate multiple contacts** from the Covenant denomination to Covenant churches to reflect a unified church engagement effort. (Churches tend to become frustrated when various denomination entities are acting independent of each other and/or are making multiple requests of the church.)
- **It will provide vital information to those making visits/contacts** that will increase the effectiveness of our entire ministry efforts and 3StrandStrong messaging to Covenant churches.
- **It will help us develop more specific and comprehensive requests for participation** in church giving through various Covenant mission and ministry initiatives.
- **It will help us deepen church relations** as we train all those who visit/contact churches to remember to express our thanks for their participation in the larger ministry of the Covenant and to offer our support and encouragement to the church, as needed.
- **It will create a critical database of church information and interactions with our churches** to use as we analyze how to better support our churches from a denominational level, to grow church engagement through generosity, and to serve in times of personnel transition within the denominational team.

Financial Resource for Churches

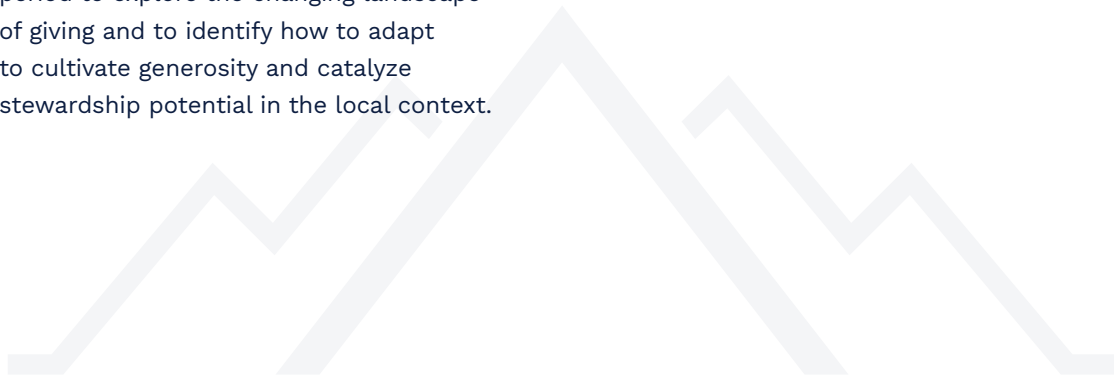
CONGREGATIONAL FINANCIAL LEADERSHIP TRAININGS

Congregational Financial Leadership Seminars

National Covenant Properties offers an all-day training for church pastors, treasurers, and church leaders. This free seminar provides tools to help churches deliver good financial reporting, build healthy financial practices, and understand essential core topics, from ministerial compensation to fraud protection.

Generosity Cohort

These cohorts are for conferenced-based groupings of local church leadership teams that meet throughout an eight-month period to explore the changing landscape of giving and to identify how to adapt to cultivate generosity and catalyze stewardship potential in the local context.



For more information contact

financialleadership@covchurch.org
(773) 299-7263

*This initiative is a cooperative venture
between Covenant Finance, Develop
Leaders, National Covenant Properties,
and Covenant Trust Company.*

Covenant Mission and Ministry Fund

ANNUAL INDIVIDUAL GIVING CAMPAIGN



THE COVENANT MISSION & MINISTRY FUND

We call our annual campaign the Covenant Mission and Ministry Fund (CMM). This fund serves as the building block for individual fundraising through which we establish a base of involved, informed, and connected donors.

A successful annual campaign provides a steady flow of income for mission and ministry and equips the church to build upon its resource foundation to advance and sustain ongoing ministry. A successful fundraising program that is built around an annual campaign includes carefully thought out, planned, and implemented approaches to raising resources in an orderly and timely manner.

IMPORTANT PRINCIPLES AND TECHNIQUES OF AN ANNUAL CAMPAIGN

Individuals tend to give from three sources: discretionary or disposable income, their assets, and their estates. The annual fund generally seeks gifts from individuals' discretionary income. However, people with strong religious beliefs or who share a tradition of philanthropy tend to give more sacrificially.

PRIMARY OBJECTIVES OF THE COVENANT'S MISSION AND MINISTRY FUND:

- Solicit and secure new, repeat, and upgraded gifts
- Build and develop a base of donors
- Establish habits and patterns of giving by regular solicitation
- Expand the donor base by soliciting gifts from new prospects
- Raise annual unrestricted money
- Inform, involve, and connect constituents to the organization
- Identify potential large donors from the donor base
- Promote giving habits that encourage contributors to make capital and planned gifts
- Remain fully accountable to the constituency through ongoing and annual reports

SECTION

4

MISSION
ADVANCEMENT
TOOLKIT

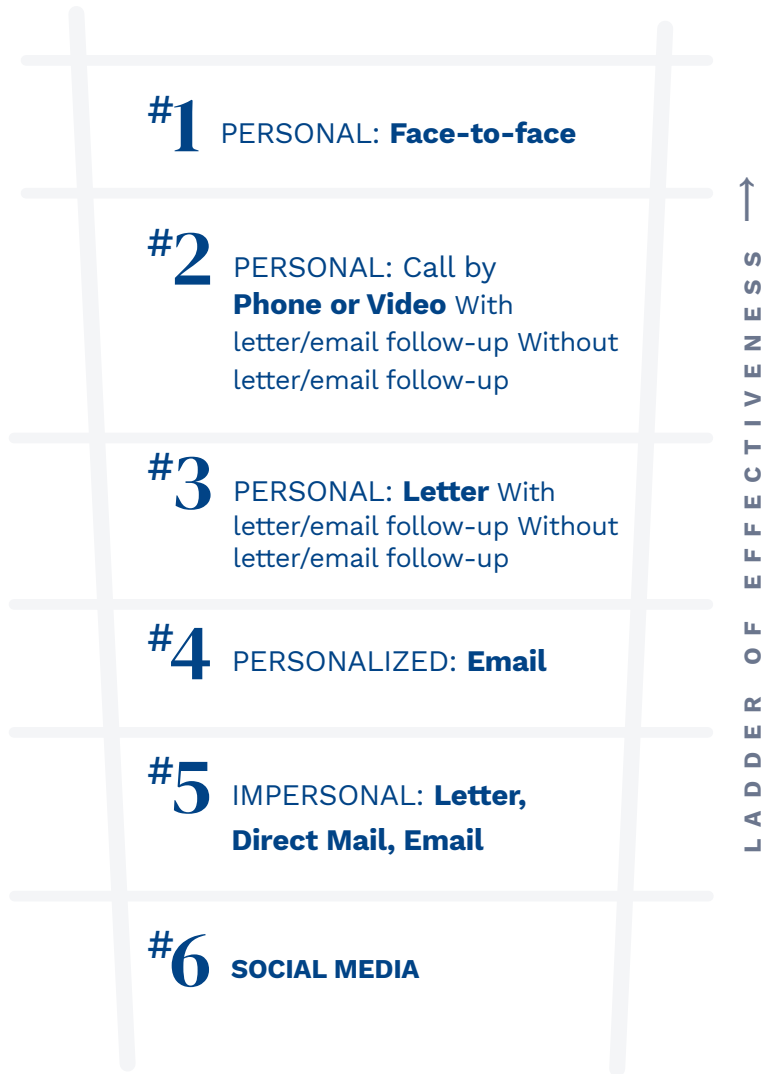
Funding strategies for
INDIVIDUAL GIVING

Covenant Mission and Ministry Fund

ANNUAL INDIVIDUAL GIVING CAMPAIGN

The ladder of effectiveness below depicts how different ways of soliciting a gift affect the results of the solicitation. It portrays the **relative effectiveness of the various methods in descending order of effectiveness** — in other words, face-to-face solicitation by a peer is the most effective method, whereas solicitation through media or direct mail is the least effective.

Covenant Mission and Ministry (CMM) Campaign Solicitation Strategies



Annual Campaign Fundraising Strategies

COVENANT MISSION AND MINISTRY FUNDRAISING STRATEGIES



Major Gifts *(Gifts from individuals of \$1,000 and above)*

- Those who give gifts of \$1,000 and above become part of the **President's Circle**. We invite them to a president's reception at Annual Meeting and send them other customized correspondence.
- Major gifts are through face-to-face visits. The Advancement team makes approximately 150 of these visits per year. They are in-person meetings where we get to know the donor, share with them about mission and ministry, and extend an invitation to support CMM.
- Visits are scheduled through personal phone calls and emails.
- At times, written proposals are prepared, as well as summary reports that are customized for individual donors.
- After each visit, a donor report summarizing the meeting is created and placed in the individual's Raiser's Edge record—including what was discussed, the result of the solicitation, and any special follow-up needed. After any meaningful contact you have with an individual donor (e.g., in-person visit, phone call) that relates to giving or includes significant personal update information (moved to 5-bedroom house in CA on the water, has no children) fill out a contact report at covchurch.org/contactreport. One of our Advancement staff will place this report on the Action tab of the individual's record.
- Follow-up between visits includes president acknowledgment letters, personal acknowledgment letters, and ongoing connection points, such as phone calls and cards.



Direct Mail

Advancement sends solicitation letters four times a year (Feb., May, Aug., Nov.) to the broadest constituency base (approximately 12,000 individuals) to ask for undesignated support to be used where needed most.

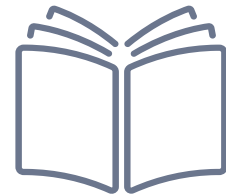
- Direct mail letters outlining a specific ministry and our need for support are sent from the signature of a Covenant ministry leader.
- The national average for return rate on a direct mail program is about 4%.
- We use direct mail to cast a broad net to inform people about Covenant mission and ministry, as well as to inspire them to participate by making a gift.
- Once a gift is made as a result of a direct mail appeal, a letter of acknowledgment is sent.

Annual Campaign Fundraising Strategies

Online Giving

Fundraising online is an efficient way to maximize resources at a low cost. Using social networks can help us draw attention to Covenant mission and ministry from a wide network of people associated with the Covenant as well as those without a Covenant connection.

- An essential benefit of online giving is convenience. Because it is easy to give online, we have the potential to reach broader audiences online than we can through direct mail requests.
- The Covenant's largest online giving effort is Giving Tuesday, a national effort that occurs on the first Tuesday after Thanksgiving.
- All direct mail appeals are sent out via email and are complemented by a social media collateral effort as well.
- Donors receive automated acknowledgments immediately after they make an online gift.



Catalog Strategy

Covenant Cares is an annual gift catalog that is sent to the Covenant community each fall. It is designed to provide impactful information of God's work in the world through the Covenant, to promote all Covenant mission and ministry, and to inspire giving to specific ministry efforts.

Covenant Cares is available in both hard copy and online. Gifts are acknowledged either in hard copy or online, depending how the gift is made.



Match Giving

Match giving is a tool to encourage gifts or gifts at a larger level. For example, a match gift may be secured from a donor at \$50,000. When others give, this gift is used to match their gift dollar for dollar, doubling the impact of their giving.

Annual Campaign Fundraising Strategies

DIGITAL FUNDRAISING AND THE FUTURE

The Mission Advancement team is continuously researching the most up-to-date movements in fundraising, including digital fundraising and virtual opportunities.

We are exploring ways to incorporate more diverse giving methods, such as text-to-give, in order to engage donors from all generations.

Additionally, we are becoming more creative with ways to reach out to donors through FaceTime/Zoom calls and virtual fundraising events.

- **ZOOM/FACETIME MEETINGS** provide the opportunity to connect with a donor when a face-to-face visit is not possible. This option also reduces travel costs for staff and enhances time management. With donors of all ages using their smartphones to stay connected in this world (think: high school student FaceTiming with grandparents), we continue to look for platforms and ways to engage donors with technology they are currently using to create comfortable, virtual meetings.
- **VIRTUAL FUNDRAISING EVENTS** are another way to gather donors for a lower cost event with a highly relational touchpoint. Virtual events can gather donors from across the country to hear updates directly from program staff and Covenant leaders. These events also provide the opportunity to extend an invitation for donors to give online in the moment after hearing how their gifts will make an impact in mission and ministry.
- **10 VIRTUAL FUNDRAISING EVENT IDEAS** (*MobileCause 2020*)
 - Virtual Gala
 - Day of Giving
 - Peer to Peer Challenge
 - Virtual Charity Run
 - Nonprofit TV (Daily live-streaming)
 - Celebration Days
 - Silent Auction
 - Opportunity Drawing
 - Voting Competition
 - Matching Gifts

For the most recent information, research, and innovation in the field, we look the journals *The Chronicle of Philanthropy* and *Advancing Philanthropy* as well as to the Association of Fundraising Professionals and the Indiana University Lilly Family School of Philanthropy.

Annual Campaign Fundraising Strategies



Messaging

Advancement works closely with Communications to develop messages that tell the story of the transformational work of God through the Covenant and to encourage and inspire deeper relationships to the Covenant by our constituents.

Donor Care

Building trusted and long-term relationships is the foundation of successful fundraising. A donor's positive connection with the organization, as well as their deep belief in the mission and trust in the leadership, leads to generosity in support of mission and ministry. According to industry standards, it takes 6-12 touch points over a period of 12-18 months to secure a major gift of \$25,000–\$100,000.

It is critically important to strategize to retain donors. Research estimates that it costs 10 times more to acquire a new donor than it does to keep a current one. Retention of donors is a more efficient process than acquiring new donors. Donors who feel cared for and appreciated are likely to continue their support of the Covenant. More important, we want each donor to know that their gifts are used to advance the God's mission in the world through the Covenant.

Donor care is based on deepening relationships with donors. This process is called donor cultivation. Cultivation occurs through a plan that involves identifying the most appropriate staff to build the relationship, ongoing contact with a donor, a moves management strategy for increasing engagement and giving, and the discipleship of generosity.



Research estimates that it costs 10 times more to acquire a new donor than it does to keep a current one

Tips for Overcoming the Fear of Fundraising

Strong fundraisers communicate and listen well. They are patient and persistent. They are also team players, representing the organization effectively among supporters and potential partners. **And they deliver results.**

HERE ARE SOME SUGGESTIONS TO HELP YOU STRENGTHEN YOUR SKILLS AS A PARTNER WITH THE ADVANCEMENT MINISTRY:

- 1. Have confidence** in your role as you ask those in your sphere of influence to support Covenant mission and ministry through a wide variety of opportunities.
- 2. Remember how important this work is.** It is not about the amount we raise. It is about what the money will allow God to do in and through the Covenant.
- 3. Focus on one task at a time.** Study these informational materials first, and then make the call or write up your appeal strategy.
- 4. Make your own contribution** to Covenant mission and ministry.
- 5. Practice making requests** with members of your own team or with Advancement, and remember to be yourself.
- 6. Make the easiest call first.** Start with a donor who already supports your ministry. This success will keep you moving.
- 7. Think about the positive gains** that will happen because of your efforts. Be proud of your involvement in helping people grow in their spiritual walk of stewardship. You are supporting the ministry of the whole Covenant, and this work will positively impact the kingdom of God.
- 8. Concentrate on putting yourself in the other person's place** when you begin to make more “cold calls” to prospective donors or those who have not given in a year or two. Imagine how each person feels, and listen to what he or she has to say about the ministries, the Covenant, the financial situation, etc.
- 9. Share your experiences with the Advancement ministry team.** Tell us about the positive encounters you have—and your more difficult experiences. Through connecting with others, we can all gain valuable insight.

Making the Ask

TIPS

- 1. BE NATURAL AND BE YOURSELF.**
- 2. MAKE AN APPOINTMENT TO MEET WITH THE DONOR IN PERSON IF APPROPRIATE.** Always make sure that the time you are meeting is convenient for the prospect.
- 3. BE FAMILIAR WITH YOUR MATERIALS AND KNOW SPECIFICALLY WHAT YOU ARE ASKING FOR.** Organize any supporting materials in a way that is clear for you and how you want to talk about your ministry. Talk positively about what the Covenant is doing and how God is moving in the lives of real people in real places.
- 4. EXPLAIN THE MINISTRY SUCCINCTLY.** Be sure to invite questions and share any materials if the donor is interested in receiving them.
- 5. EXPLAIN YOUR OWN INTEREST IN THE MINISTRY AND WHY IT IS IMPORTANT FOR THE COVENANT** to focus its time and resources in this area right now.
- 6. PAY ATTENTION TO WHEN IS THE RIGHT TIME TO MAKE THE “PITCH.”** Do not rush. At the same time, do not be afraid to make the ask, and don't apologize that you are doing so. People often want to be a part of something greater, so be confident in what you are asking for!
- 7. LET THE PROSPECT TALK AND ASK QUESTIONS.** Know when to stop talking and when to close the conversation.
- 8. BE SYMPATHETIC TO ANY COMPLAINTS YOU HEAR,** and be sure to offer to get additional information or have another Covenant staff member contact them if needed.
- 9. IF THE PROSPECT SAYS NO, THANK HIM OR HER POLITELY** for their time and leave smiling.
- 10. IF THE PROSPECT SAYS MAYBE,** arrange a specific time to check back in. Leave materials that share details about the ministry and testimonies about how the ministry is making an impact. And be sure to let them know the best way to contact you.
- 11. IF THE PROSPECT SAYS YES, MAKE ARRANGEMENTS FOR HOW THEY PREFER TO MAKE A GIFT.** Be sure they know the different options for how to give. For a complete list of ways to give, visit covchurch.org/donate/ways-to-give.
- 12. EXPRESS GENUINE GRATITUDE FOR THEIR TIME.**
- 13. ALWAYS MAKE ANY FOLLOW-UP CALLS OR EMAILS YOU COMMIT TO MAKE.**
- 14. HAVE FUN!**

Conversation Model with Donor

Often the most effective approach for cultivating major donors is through a face-to-face interaction. Yet often donors initially prefer to be contacted through a telephone call or by email.

It is important to identify a donor's preferred method.

This conversation may serve as a model for a call to a donor—not necessarily someone we know already, but someone who is connected to us in some way.

Good Morning, Chris. My name is YOUR NAME HERE from the national denomination staff of the Evangelical Covenant Church. How are you?

I am doing well. How can I help you?

That's great to hear. COLLEAGUE'S NAME HERE and I will be visiting the Denver area the week of November 1, and we would love to visit with you to say thank you for your faithful generosity to Covenant mission and ministry and to provide you with updates on the work God is doing around the world through the Covenant. We'd also like to share with you about new opportunities to support Covenant mission and ministry. Are you available to get together on Monday or Tuesday for lunch?

Conversation Model with Donor

Thank you so much for this invitation. Yes, I would love to get together with you to learn about the mission and ministry of the Covenant.

IF CHRIS IS AVAILABLE:

SCHEDULE THE MEETING AND CONFIRM.

In-Person Meeting Agenda

- 1. Thank the donor for taking the meeting.** Explain the purpose of the meeting—to thank them for their support, bring an update, and offer an invitation to support the church.
- 2. Begin the meeting by thanking them for their support.** (You will already know this information from reviewing Raiser’s Edge profile ahead of time.) Then spend some time getting to know the donor, their family, where they attend church, current events in their life, etc.
- 3. Transition to an update of Covenant mission and ministry** (prepare key talk points ahead of time). Extend an invitation to the donor to support the mission and ministry. Close by telling them that you will be sending a follow-up letter that includes more specifics about mission and ministry and will include a remittance envelope for them to make a gift.

IF CHRIS IS NOT AVAILABLE:

Unfortunately, I will not be in town that week as I will be traveling for a conference.

I'm sorry we will miss you. You have been such a faithful supporter of Covenant mission and ministry, specifically in the areas of Covenant World Relief and Development, Covenant Kids Congo, and the Covenant Mission and Ministry Fund. Your support and people like you who support the Covenant make such a big impact. You are making a significant difference through your faithfulness. For example, this past year, because of your support and supporters like you, we have been able to _____. We have also been able to _____.

Is it okay if I send you a follow-up letter that includes more specifics about mission and ministry needs and gives you an opportunity to support the Covenant? The letter will include a remittance envelope.

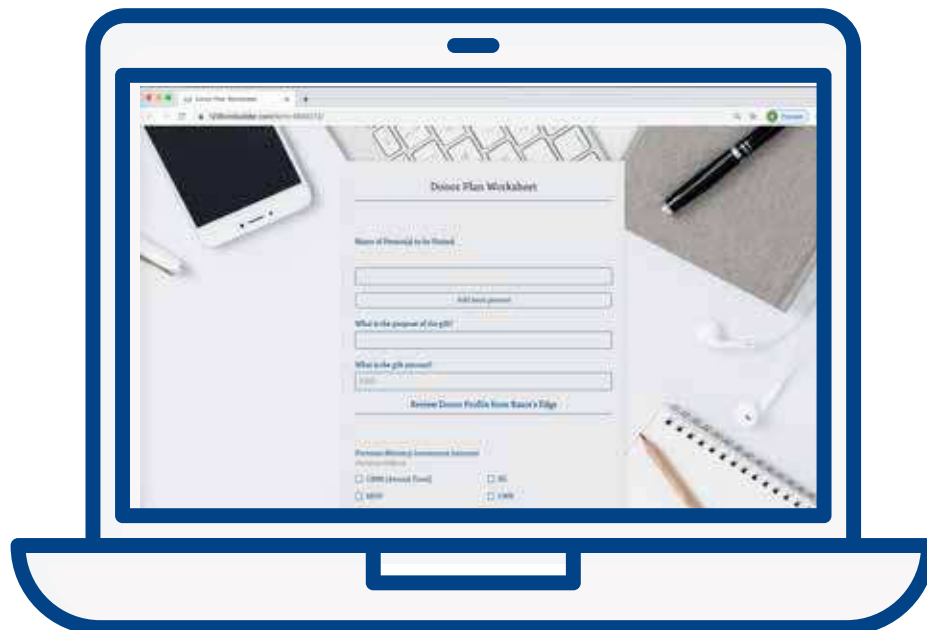
Yes, thank you. I will look for the letter and would like to make a gift.

Donor Plan Worksheet

Before meeting with a donor to ask for a gift, we highly recommend filling out a Donor Plan Worksheet.

This form will help guide you through background questions about a donor so you will be more prepared for your conversation. Before extending the invitation to a donor to give, it is important to consult the questions on the Donor Plan Worksheet to learn of the donor's interests and past gifts, be aware of any other recent solicitations from other staff or ministry areas, and have an articulated reason for the purpose of your ask. The answers to these questions can largely be found on the donor's record in Raiser's Edge. **The Mission Advancement Team is glad to consult with you if you have any questions related to the preparation before your ask.**

Visit 123formbuilder.com/form-5645272/ to create a donor plan worksheet.



Donation Acknowledgment Protocol

The gift acceptance process will be managed by the Advancement Team, specifically by the director of database services. Finance will have specific roles in the process to complete portions of the acknowledgments in a timely fashion and at an established minimum standard.

So that we continue to demonstrate good stewardship, checks received by mail will be processed (items to take special note of: date of gift, date of processing, gift amount, allocation and copies of the documentation of accompanying gift) and recorded into the Raiser's Edge by the Finance Office.

Our goal is that all gifts will be entered within 24 hours or one (1) business day from when they are received. When appropriate, checks and any documentation accompanying a gift will be copied and routed to the director of database services for review by the end of business day.

The Raiser's Edge will be the software application used to produce all gift acknowledgments and year-end statements. This includes the mail merge, printing letters and addresses for envelopes. Letters will be created within two weeks of receiving gift. Copies of the letters will be digitally saved and stored in a file on the Advancement server. Acknowledgments will be mailed within two weeks of receiving the gift.

The Covenant will comply with IRS regulations and provide donors with

documentation of receipt of their charitable donation(s) as part of the acknowledgment.

THERE ARE 3 BASIC TYPES OF GIFT ACKNOWLEDGMENTS:

- 1) **A general gift acknowledgment letter for major gifts** on Covenant letterhead over a live or digital signature.
- 2) **A gift receipt** on Covenant receipt paper that includes a perforated return remittance at the bottom and is sent along with a return envelope to facilitate a future gift.
- 3) **An online receipt** that is generated automatically upon receipt of an online gift.



ADVANCEMENT CAN ASSIST EACH MISSION PRIORITY IN SETTING UP DASHBOARDS TO MONITOR INCOMING DONATIONS.

If mission priorities and ministries would like to go above and beyond this acknowledgment process to connect with donors through additional correspondence (i.e., thank you notes, emails, or phone calls), they are encouraged to do so.

Acknowledgment Process



OVERVIEW OF THE NEW ACKNOWLEDGMENT PROCESS AND STANDARD

- All donors, both individuals and churches, will **receive an annual statement of their giving.**
 - Churches will receive their statements after the fiscal year-end close in September.
 - Individuals will receive their statements after the calendar year-end close, by the end of January.
 - Donors will be given the opportunity each year to opt out of acknowledgments and only receive a year-end statement.
- **All gifts, including split gifts, will receive a general gift acknowledgment letter** over the president's signature for tax purposes, noting the gift date, gift amount, and fund/appeal supported.
- **Gift acknowledgments will all be printed on Covenant letterhead** (with the exception of Paul Carlson Partnership, which is a separate 501(c)3).
- **Advancement will prepare an acknowledgment letter for all bequests** with the appropriate IRS language over the executive director of advancement's signature.
- **When mission priorities become aware of gifts to the Covenant that may be received in honor or memory of someone, they should contact the director of database services** as soon as possible so that proper arrangements can be made to track, acknowledge, and report all tribute gifts received appropriately.
- **Acknowledgment letters for selected major donors and gifts over \$1,000 will receive personal stewardship notes** or may be completely customized, as deemed appropriate by the executive director of advancement.
 - Gifts made through charitable gift funds and IRAs will be acknowledged according to the respective IRS requirements.
- **Churches, gifts supporting global personnel, or other appeals as deemed appropriate, will receive a gift receipt listing the funds supported,** over the president's digital signature, with a return remit and return envelope to facilitate the donor's next gift.
- **Gifts that are received through the online platform will receive an automated online receipt** that will include acknowledgment text along with verification of donation. The goal is for these gifts to be input into RE as soon as possible, ideally within 72 hours or 3 business days of when the gift was processed.
- **Pledges will receive a letter of intent from Advancement** confirming that we have their total gift amount, pledge start date, and pledge payment schedule correctly logged in Raiser's Edge.
 - Pledge payments will receive acknowledgment letters and pledge reminders as appropriate.
- **Non-Deductible Gifts/Event Fees** (fee for service) will not be tracked in Raiser's Edge nor will they receive a receipt from Advancement.

Why Give to Global Personnel?



We belong to you

Since the inception of the Covenant Church, mission has been a central organizing motivation. Covenant churches envisioned doing mission together. We were originally known as “Mission Friends,” friends who engaged in studying Scripture and caring for neighbor together. Serve Globally is a fruit of that calling.

We represent you

The Scripture text of the first sermon to our fledgling movement was “I am a friend of all who fear you” (Psalm 119:63). The values that accompany that posture of partnership with the global church continue to mark our mission. Similarly, the vision and values of your congregation are reflected in the vision and values of our mission as we practice the whole mission across cultures and around the world. It is because we are part of the same family, with shared values and commitments, that we seek personal partnerships with Covenant churches, and individuals as we serve interculturally.

Why Give to Global Personnel?

How we engage

The Evangelical Covenant Church is committed to the whole mission of God—extending the whole gospel to the whole world. Through global partnerships and our global personnel, we facilitate the practice of the five mission priorities of the Evangelical Covenant Church: make and deepen disciples, start and strengthen churches, develop leaders, love mercy and do justice, and serve globally. That practice is to join the global church in engaging in God's mission across cultures and around the world through:

- **equipping local congregations** for mission
- **training the people of God** through formal and informal theological education
- **sending missionaries** to strategic places
- **cultivating partnerships** with churches and organizations in strategic contexts

We equip local churches in the United States and Canada by helping congregations receive global personnel and partners to learn from the global church and grow in their own discipleship journey. We hope that as churches grow in relationship with global personnel and partners, we will be mutually transformed by the witness of one another and find God in new ways as we sojourn together.

Global personnel are sent and supported by the Evangelical Covenant Church to serve in more than 25 countries around the world.

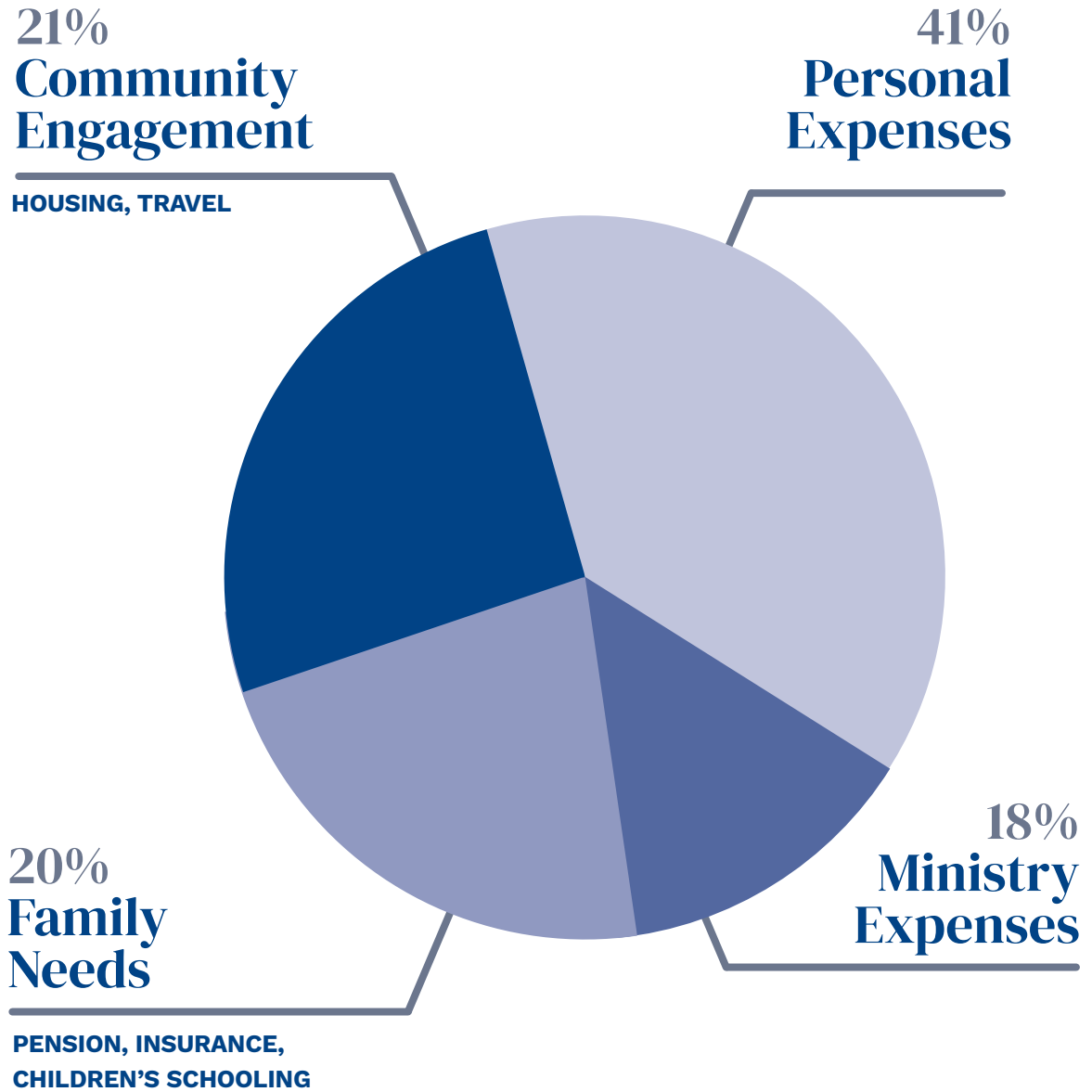
Global personnel and their ministries rely on partnerships with churches and people like you to make their work possible.

Through your gifts and partnership, you are joining us to see more disciples among more populations in a more caring and just world.

Each of our
global personnel
is responsible
for raising
100 percent of
their yearly
support which is
approximately
\$60,000 per year.

Budget Breakdown for Global Personnel

GIVE ONLINE AT: giving.covchurch.org



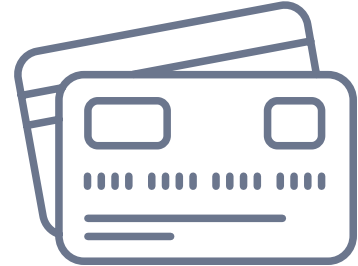
covchurch.org/serve-globally

How to Give to Global Personnel

Ways to Give

ONLINE GIVING

Gifts to the Covenant Church can be made online now with a credit card at giving.covchurch.org/global-personnel.



CHECK

Please make checks out to the Evangelical Covenant Church and include on the memo line the area(s) you would like to support. You can send all checks to the following address:

The Evangelical Covenant Church
Mission Advancement
PO Box 773420
Chicago, IL 60677-3420



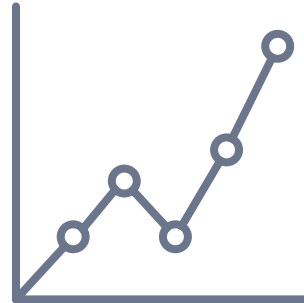
MATCHING GIFTS

Many companies encourage employees, their families, and retirees to make charitable contributions by matching their philanthropic support. Matching gifts can double, or even triple, your impact for the mission and ministry of the Covenant. Consult your Human Resources office to find out if your employer has a matching gift program and what steps are necessary to enroll in that program.

How to Give to Global Personnel

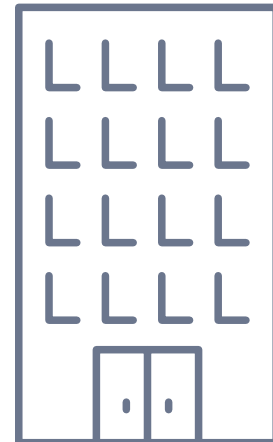
STOCK GIFTS

Gifts of securities can be a strategically effective way to support the Evangelical Covenant Church. Staff members at the Covenant Trust Company are available to provide more information on this process. You can contact them at (847) 583-3200.



IRAS

Tax-free gifts to qualified charities can be made directly from your IRA. A qualified charitable distribution (QCD) allows an IRA holder to send a donation directly to a public charity, and not have the distribution included on your tax return as ordinary income. A QCD allows individual taxpayers who are 70½ years of age or older to donate up to \$100,000 per year to eligible charities including colleges, universities, independent private schools, and ministries from their traditional IRA tax-free.* This donation goes straight from the IRA to the charity. For traditional IRA owners who must take a required minimum distribution (RMD) from their IRA each year, the QCD provision is an opportunity to meet the RMD requirement while minimizing the effect on their taxable income. A qualified charitable distribution is a great way to positively affect your tax situation while also helping you achieve your charitable goals. Give us a call—we'd happy to show you how.



*Qualified charitable distributions are not available for 401(k) or Roth IRA accounts.

Global Personnel Specific Messaging

Types of Gifts



MONTHLY GIVING

Your monthly support of the Evangelical Covenant Church provides regular and predictable funding for Covenant ministry opportunities and projects that are transforming lives daily. It is an easy way for individuals to make their support go further both locally and globally. When you give monthly, you join a special group of people reaching out each month to provide prayer and support for the mission and ministry around the world.



MEMORIAL AND HONORARIUM GIFTS

A gift made in memory or in honor of a relative, friend, missionary, or pastor is a thoughtful way to recognize an individual's life and their service to God's mission around the world. To make an honorary gift, send a letter indicating the purpose of your gift as well as the name and address of the honoree. For memorial gifts, if a memorial fund has not already been established, note on your check the name of the honoree and include the name and address of his/her next of kin so that we can properly notify their family of the gift.



GIFT PLANNING

Proper planning can help you and your family realize the greatest benefits from your gifts to the mission and ministry of the Evangelical Covenant Church. This involves choosing the best combination of assets and vehicles to accomplish your charitable, financial, and estate planning objectives. Our knowledgeable and experienced gift planning staff through the Covenant Trust Company is available to assist you and your professional advisors in determining which plan will best meet your needs and objectives.

For planned giving,
please contact:

Covenant Trust Company
(847) 583-3200



If you have questions regarding giving to global personnel, contact the director of global advancement.

Global Personnel Specific Messaging

As global personnel, we have a special opportunity to connect with churches and individuals and share the global vision and mission of the Covenant to see more disciples among more populations in a more caring and just world.

What we communicate helps churches and potential supporters glimpse how we are joining God's work in the world and how they can partner with us in that work. Partnership is key and helping churches and individuals to see themselves as partners in global mission is vital to building a support team.

Some key points to communicate with churches and potential supporters and ministry partners:

- Why do we call ourselves global personnel? In Serve Globally we use the terms “missionary” and “global personnel” interchangeably. The term “global personnel” indicates our broadening understanding of global mission as we interact with and talk with the mosaic of churches. “Global personnel” is a term that explains our role without the negative connotations “missionary” can bring with it, given its historical baggage in relation to paternalism and conquest. When missionaries are serving in contexts with safety concerns, the term “global personnel” is preferable.
- As global personnel, we are invited to join the rest of the global church in engaging in God's mission across cultures and around the world.

- Global personnel and our ministries rely on partnerships with churches and individuals to make our work possible. Through gifts and partnership, supporting churches and individuals make it possible to see more disciples among more populations in a more caring and just world.
- **Each global personnel is responsible for raising 100 percent of our yearly support. (for in-budget global personnel).**
- It is extremely important to demonstrate gratitude with current and potential donors and to let them know that without the prayerful and financial support of many individuals and Covenant churches, it would not be possible for you to be in ministry.

Sample text that global personnel may send to each of their supporting churches:

“Greetings from the (name of the global personnel) family! We want to take a moment and send a special thank you. As well, when personnel are serving we want to re-affirm how grateful we are for (name of local church)'s partnership with us as we serve in (country of service). Your support makes it possible to serve with (name of specific ministry or specific area of service). We have seen God at work through (give specific examples).”

Support-Raising in Local Covenant Churches

Sample text from a regional coordinator thanking a church for their ongoing support of global personnel in Africa:

“On behalf of the Serve Globally leadership team, I am writing to thank you for your financial support for (name of global personnel) and to let you know they will be retiring in July. Thank you for your faithful support for their ministry in (country) for so many years! Without the prayerful and financial support of many individuals and Covenant churches, it would not have been possible for (name of global personnel) to be engaged in ministry in (region) for more than (number of) years.

- We invite churches and individuals or families to partner with us and the work God is already doing in the country where we are (or we will be) serving.
 - Give churches and donors concrete information about what you will be doing, how you will be serving, and who you will be serving with.
- Give them specific links and ways to support you financially. Make sure to have the link to your direct support page on the Covenant website available. Here is the general website where each global personnel unit can be found: giving.covchurch.org
 - Provide your email and contact information for the director of global advancement, your contact person at Serve Globally, where they can get more details of how to give or designate support to you.
- Review “Why Give to Global Personnel” page.
- Help churches understand that a partnership with you as global personnel is not only for your benefit but also for theirs. You provide a global perspective and can teach, encourage, and challenge local churches in North America to engage globally. When you visit churches, you are not just seeking to raise funds; you are also contributing to the life and discipleship of each congregation. Has God given you a prophetic word to share? Are there ways you can invite them to physically or virtually observe and participate in ministry in your country of service (see below)? This is mutuality in mission—how church comes alongside us in mission, and how we journey along the church in mission and their growth.
 - Merge Ministries provides avenues for local churches in North America to engage authentically with ministry happening where our global personnel serve. Are you connected with Merge? Is there a possibility for them to participate in what God is doing in your country of service? Invite them to “come and see.” Visit merge.covchurch.org for more information on how to connect with this vital ministry.

Support-Raising in Local Covenant Churches



Making the Introduction to a Local Church

- Identify potential local churches that you have a connection to or others (family, friends, colleagues, former missionaries) have connection to. Consider asking your regional coordinator to write a letter introducing you and advocating for you to a specific local church that you are considering approaching or they have connection to.
- Connect with Serge Globally staff (the director of global advancement or the communications specialist) to help you identify potential churches. Serve Globally staff can help connect global personnel with the church. Then global personnel are responsible for moving the conversation forward. Serve Globally staff can help provide feedback on any messaging by reviewing drafts.
- It is also helpful to reach out to your conference superintendent to make sure they know about your support-raising efforts. Ask to be included on any conference news updates and events. Networking at conference events can be a helpful way to connect with potential partner churches.

Support-Raising in Local Covenant Churches

- Write to key leaders in each local church you connect with (such as pastor, mission committee chair, church administrator) or call the church and ask to speak to one of these leaders to introduce yourself and ask for a meeting. It is helpful to include the church treasurer in these early meetings. These leaders are key to the church getting on board with your support. Inviting church leaders to be part of the discernment process to start with and being strongly connected to and known by the church is very important for support raising. If you don't have a relationship with them yet, work on building one.
- Meet with church leaders (virtually or in person):
 - Introduce yourself as global personnel along with the specific country and areas of ministry in which you will be engaged (it should be concrete and relevant).
 - If you are meeting in person, bring printed materials to share, including your bio, a well-designed introduction page with a description and pictures of you and where you will be serving, and prayer cards with your picture and contact info.
 - Invite them to visit your blog/social media, share videos, etc.
 - If you need assistance in designing or printing resources or creating blogs/ social media, connect with Serve Globally's communications specialist.
 - Check the Communication Resources folder for tips and resources for creating communication materials.
 - Outline your support-raising goals. Tell them where you are in this process. Ask if they would consider becoming a partner in your ministry and specify the steps to make that happen. Make sure to give them the direct link to your giving page, connect them with the director of global advancement in Serve Globally to set up designated giving, or talk through specifics on how the church can set up giving to you.
 - If they say no, ask if they would be willing to reconsider for the next budget year? Ask the question and be willing to follow up and stay connected.

Relationship-Building with the Local Church

- Zoom calls with pastor(s), leadership team, mission committee, small groups—this is the time to share your process, your ministry, your prayer requests, etc.
- If possible, make a visit and find various avenues for connecting with the church—small group Bible studies, meals, summer community barbecues, house gatherings—to share with a small group of people who you are and how you will be serving. So much relationship building happens around the table.
- Speak to a youth group (virtually or in person).
- Participate in a men's or women's Bible study (virtually or in person).

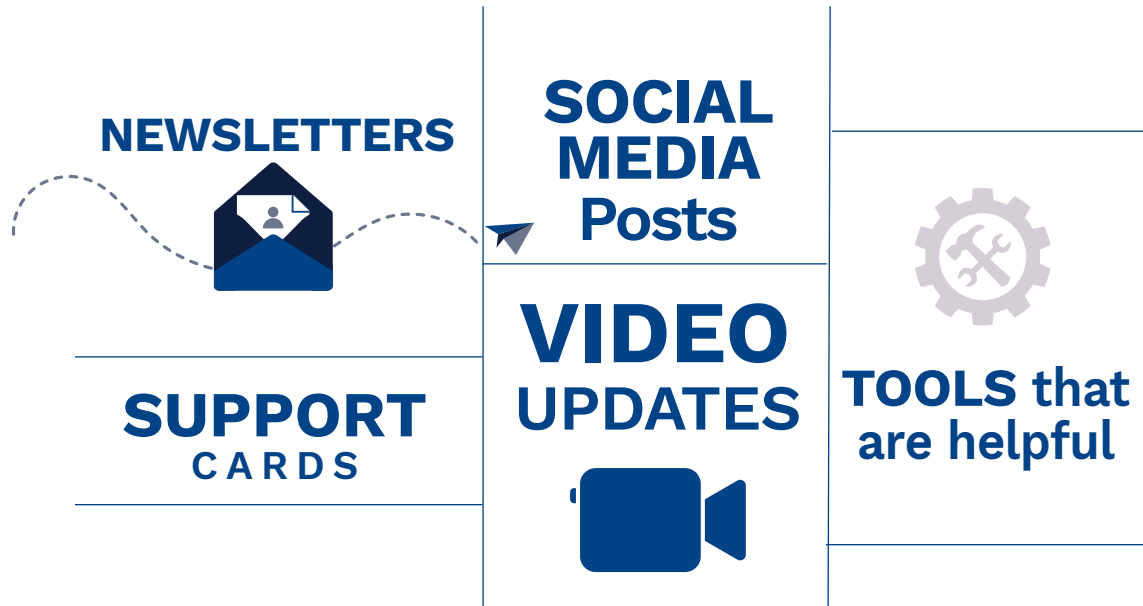
Donor Care and Partnership Building

- Participate in prayer meetings (virtually or in person). Ask for specific ways you can pray for them.
- Live or pre-recorded interviews.
- Virtual fundraising events. (For example: one couple serving in Colombia held “Taste of Colombia” events, collaborating with churches or a group of friends to create an experience with food, music, videos, testimonies, and specific ways individuals could partner with them through financial giving.)
- Make sure you have contact information for the church leaders who should receive your regular updates.
- Churches really want to participate somehow in what you as global personnel are doing in your country of service. When they have the opportunity to engage in significant ways (service trips, re-vision trips, sending interns, doing a virtual connection event), they feel more connected and invested in your ministry.
- Merge Ministries exists to help global personnel and churches connect with each other in meaningful ways. Churches want to do more than hear about the ministry. They want to be involved. A Re-Vision Trip or being willing to mentor a global intern can create a huge opportunity to connect with a church. For more information go to merge.covchurch.org.

Maintaining and/or Increasing Support

- Regular and consistent communication is crucial to maintaining church support. Sending handwritten thank you notes once a year can be a personal way to engage with your supporters. A general rule of thumb is to dedicate 20 percent of your time communicating with donors and supporting churches.
- If you are looking to increase your support level, consider asking your current supporting churches to increase the amount they designate or give to you.
- State clearly how much money (be as precise as you can) you need to raise so people understand what your need is (use visual images, such as a thermometer). Don't be afraid to start with a strong number in mind; otherwise many pastors and churches won't have an idea of what they should budget.
- If the church says that is too much for them, you can graciously follow up saying, “Whatever amount you can partner with us is appreciated.”
- Ask a current supporting donor or the pastor to be a spokesperson for you as global personnel to the congregation. They can share your current financial need, as well as prayer needs.

Ongoing Communication Tools and Tips



Global Engagement Resources

Partnership Building

Building trusted, long-term relationships is the foundation of successful fundraising. It is recommended that you set aside time every month to communicate and connect with your supporters and invite them to partner with you in your ministry. Approximately **20 percent of your time should be devoted to partnership-building and support-raising.**

As your supporters come alongside you, caring for your supporters is an opportunity for global personnel to continue inviting them as a partner in ministry, show gratitude, pray for, and encourage them as well.

Communication recommendations as you care for your donor base:

- Have personal touchpoints with your supporters throughout the year.
- Keep your **contact list updated** as possible and include information about your latest communication with supporters. Donor Elf is helpful in keeping this updated.
- Send a **monthly newsletter**. Attached are guidelines for newsletters and social media if you use them.
- Send **yearly** Christmas thank you card, and include an individual/ family photo.
- Make sure you connect with your supporters through personalized thank you notes/ phone calls/ Zoom calls to supporters **at least once a year**. Use this as an opportunity to build deeper personal relationships by inquiring about them and their ministry. Ask for a life update.
- It is important to engage your supporters with your work. Here are two suggestions:
 - Host a virtual event once a year or every other year. This is an opportunity to thank your supporters, give them updates, provide opportunities for them to meet some of the people you work with, and share a time of prayer and connection.
 - Invite your supporters to visit you in your location of ministry to see how God is at work in and through you and your partners through Merge or Re-vision Trips. The hope is that their visit may inspire them about God's global mission and that they would have more tangible ways to invite others in their sphere of influence to participate. Global Engagements can help with logistics for this.
- Some personnel during their home assignment bring a gift that is contextually appropriate to their larger supporters. If this fits the publicity budget, it is a nice thank you. For example, Pete and Cindy Ekstrand, global personnel to DR Congo, brought Karawa Coffee to their large donors during their final year of home assignment.
- If you need assistance as you create your content, you can email Serve Globally for feedback regarding tech, content, etc.

Global Engagement Resources

Serve Globally offers several engagement resources for churches, small groups, and individuals to experience transformative discipleship as we engage with God's world in word and deed. Visit covchurch.org/sg to learn more about how you can engage with our ministries!



PRAY

Join Covenanters in praying for national partners and global personnel for the transformation of the world through God's power. For prayer resources, visit covchurch.org/sg/get-involved/#pray

SERVE GLOBALLY DAILY PRAYER REQUESTS

To receive updated daily prayer requests and reminders from our global partners and personnel via email, sign up at covchurch.org/prayer-calendar.

Serve Globally Prayer Calendar: Order copies of the Serve Globally prayer calendar at covbooks.com.

LEARN

Serve Globally invites you to learn and participate in mission well through resources that help individuals and churches go deeper in their discipleship and to live missionally.



For Children

- [Kids Helping Kids](#) Curriculum
- [Refugee Journey](#) Experiential Learning

For Small Groups

- **Jonah Curriculum:** A six-week missional discipleship curriculum that invites small groups to deepen their relationship with God, self, each other, and the world that eventually leads to transformation of all as we engage and respond.

For Churches:

- **SG Reading List:** Book resources to help churches engage well in God's global mission.
- **Request a Speaker:** Email serveglobally@covchurch.org to invite Serve Globally staff or global personnel to preach at your church

FOR MISSION COMMITTEES

Mission Equipping and Training Event:

This event provides leaders a unique opportunity to learn more about current mission trends and the values that guide Serve Globally efforts and partnerships. Contact serveglobally@covchurch.org for more info.

**GO**

Serve Globally offers various short-term and long-term opportunities for people to learn and serve through immersion experiences globally. To learn about these opportunities, visit

covchurch.org/sg/get-involved/#go

- **Merge Trips:** One- to two-week trips designed to provide groups with opportunities to serve and learn together.
- **Re-Vision Trips:** One- to two-week trips that provide congregational leaders with focused experiences and deepened understanding around missional themes in various cultures around the world.
- **Global Internships:** Two- to 12-month programs that help individuals discern their missional calling through an experiential learning engagement in cross-cultural setting.
- **Global Immersions:** Three- to 12-month programs that offer individuals an opportunity to serve alongside Covenant global partners.
- **Global Personnel:** Long-term opportunities for people to learn and serve through immersion experiences globally through partnerships with churches and ministries around the world.
- **Medical Ambassadors:** This program provides dedicated medical professional volunteer opportunities to come alongside our Congolese partners.

**GIVE**

Your financial gift to Serve Globally continues to support our partners and global personnel to faithfully bear witness to the good news through word and deed. With your gift, you are joining with the transformative work of the Evangelical Covenant Church and our partners in loving and serving alongside vulnerable people that is reflective of God's kingdom.

To give, visit <https://covchurch.org/sg/get-involved/#give>

Calendar of Appeals

2022

<p>JANUARY</p>	<p>FEBRUARY</p> <ul style="list-style-type: none"> ● 14th — Year-End Statements** ■ 21st — LMDJ: Sankofa (segmented list) 	<p>MARCH</p>	<p>APRIL</p> <ul style="list-style-type: none"> ◆ 4th — FOWM (segmented list) ● 12th — CHIC Appeal (segmented list) ◆ 19th — PCP Appeal (segmented list) ● 25th — MCF (segmented list)
<p>MAY</p> <ul style="list-style-type: none"> ● 16th — CMM #1: Leadership (Covenant wide list) 	<p>JUNE</p> <ul style="list-style-type: none"> ● 22nd — Annual Report** ◆ 23rd — Prayer Calendar** 	<p>JULY</p> <ul style="list-style-type: none"> ◆ 1st — CKC Ten Year Anniversary— TBD 	<p>AUGUST</p> <ul style="list-style-type: none"> ● 1st — CMM #2: FYE Appeal (Covenant wide list) ◆ 29th — 3SS Annual Report (Mailing—all churches)
<p>SEPTEMBER</p> <ul style="list-style-type: none"> ◆ 15th — FREE Appeal (segmented list) 	<p>OCTOBER</p>	<p>NOVEMBER</p> <ul style="list-style-type: none"> ● 1st — CovCares (Covenant wide list) ◆ 16th — PCP Fall Appeal (segmented list) ◆ 20th — CWRD Sunday (segmented list) ● 29th — Giving Tuesday* 	<p>DECEMBER</p> <ul style="list-style-type: none"> ◆ 1st — CMM #3: (Covenant wide list) ● 29-31st — Year-End Push via Email / Social Media*

* social media appeal | **special mailing but not appeal

All appeals are both print and email unless noted otherwise.

■ Blue = Advancement | ■ Gray = Love Mercy Do Justice | ◆ Yellow = Serve Globally

Calendar of Appeals

COVENANT MISSION AND MINISTRY potential themes

- **CMM#1 (SSC)** – “God is doing a new thing.” ISAIAH 43:19
- **CMM#2 (MDD)** – “Speaking the truth in love, and in all things grow in him who is the head; that is to say, Christ.” EPHESIANS 4:15
- **CMM#3 (DL)** – “I will give you shepherds after my own heart, who will lead you with knowledge and understanding.” JEREMIAH 3:15
- **CMM#4 (SG/LMDJ)** – “The King will reply, ‘Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.’” MATTHEW 25:40

Appeal Application Process

Approval Process for Financial Appeals from Denomination and Affiliate Ministries to Local Covenant Churches and Donors

This approval process is established to communicate to local churches and regional conferences that the Covenant is managing a streamlined and formalized process through which we send project appeals and requests. **All Covenant-wide financial appeals to local churches and donors must be approved through this process to prevent donor fatigue and coordinate fundraising efforts for all mission priorities.**

- 1. Each ministry area fills out a project request on the included application form** which can be found in the back pocket of this toolkit.

will provide COLT with any essential information regarding the scheduling and scope of existing and approved project appeals.
- 2. The executive minister of the relevant ministry priority will review the appeal** in light of current ongoing appeals, the timing of the appeal, the contribution to the mission of the Covenant and the mission priority, and the strategic priority of the appeal.
- 3. The executive minister will submit the project proposal to the Advancement team** for review and feedback before the request is sent to COLT.
- 4. Once Advancement provides feedback, the executive minister will submit the endorsed project request to COLT and the president of the Covenant** prior to the next scheduled COLT meeting for inclusion on the discussion/action agenda. The Advancement Office
- 5. Ongoing project appeals are managed and coordinated by Advancement.**
- 6. Missionaries are approved for raising personal support funds (to raise project funds they need to go through SG project applications)** through the commissioning and consecration process.
- 7. Once a project appeal is approved, an implementation plan may begin.** Results of project appeals will be reported annually by the Advancement Office to COLT and to the Executive Board.

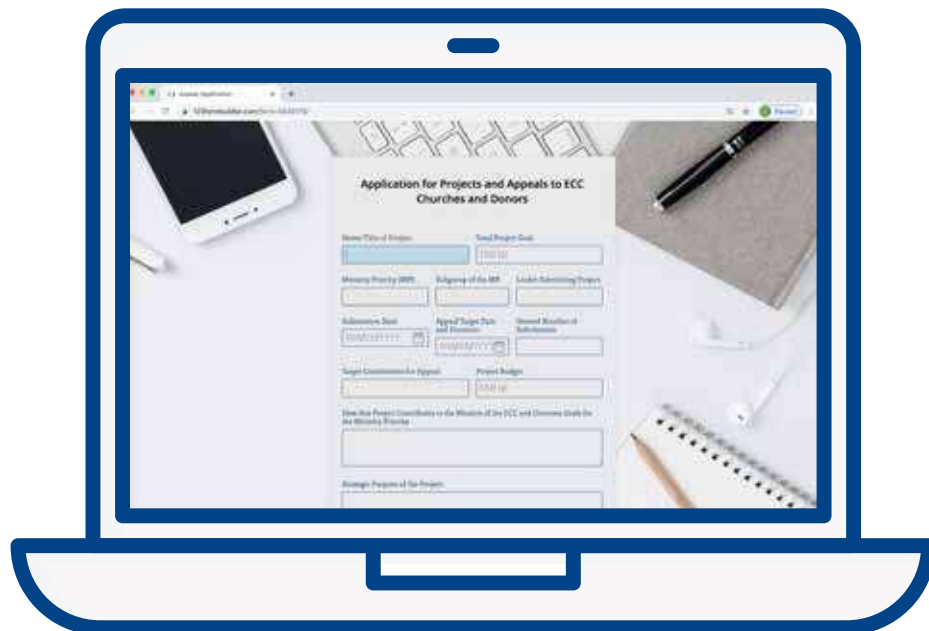
This financial appeal approval process applies to all existing projects and appeals as well as all new projects and appeals for the Covenant. It does not apply to North Park University and Seminary or Covenant Ministries of Benevolence.

Appeal Application Process

Additional special projects/project ministries and appeals need to obtain approval to raise funds by **following the appeal application process.**


Any ministry areas with requests for additional appeals, newsletters, or promotional pieces for the upcoming year, may fill out the appeal application and submit to advancement. The Covenant Offices Leadership Team (COLT) will review all submitted requests from each mission priority area and provide a recommendation for which appeals will be launched during that fiscal year.

Visit 123formbuilder.com/form-5645179/ to submit an Appeal Application.



Appeal Samples

Mailing Letter Sample and E-Appeal Samples



NOVEMBER 2021

<<ADDRESSEE>>
 <<Address1>>
 <<Address2>>
 <<City>>, <<State>> <<PostalCode>>

Dear <<Name>>,

As we anticipate the end of 2021, we remember the early optimism we held that this year would bring stability, normalcy, and the relief of “getting back to the business” of the church. Throughout the summer, we had reason to believe the world was coming out of the pandemic, and we reopened our churches for worship and ministry. Still, the pervasiveness of the coronavirus remained and relentlessly challenged us to the point of Covid fatigue.

Yet by the grace of God, we have pressed on. As Paul writes in his letter to the Romans, “May the God who gives endurance and encouragement give you the same attitude of mind toward each other that Christ Jesus had, so that with one mind and one voice you may glorify the God and Father of our Lord Jesus Christ” (Romans 15:5-6). These verses remind us of God’s enduring hope and desire that we glorify him with one voice together, through our common mission called the Covenant.

In more than 1,500 calls in the past 18 months, I have connected with Covenant leaders, pastors, and others who describe how God is at work through our churches, who are bearing up under difficult situations as we relaunch ministry, digitally connect and build community, and determine what church looks like post-Covid.


In a recent meeting, Covenant staff shared where they have seen God at work this past year. Here are just a few highlights:

- FREE Sunday was held in August across the Covenant to introduce our anti-sex trafficking initiative with an invitation to commit to our collective efforts in opposing violence against people who are vulnerable to sex trafficking.
- Twenty-four formal agreements were signed to plant new Covenant churches.
- In this season, we cared for and served 570 clergy and ministers, assisting with a wide variety of needs.
- There are 110 Spanish and 659 English subscribers to BLESS: In Living Color who received a 10-day devotional course on multiethnic evangelism delivered daily by email.
- We distributed \$630,000 in Missional Relief Grants to support local church ministry efforts during Covid.
- Virtual events were planned and hosted so Covenanters could gather together over the past year—close to 900 participated in Gather 2021, nearly 1,500 young people participated in youth ministry focused events, and 700 youth workers engaged in support gatherings.

We give praise to God for his faithfulness in blessing Covenant ministry throughout this season of uncertainty.

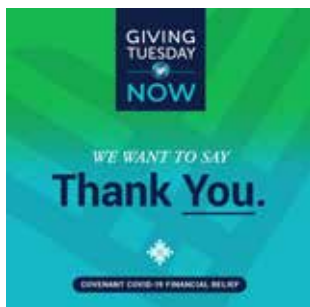
I invite you to join Julie and me in joining God’s work in the world through the Covenant by making a year-end gift in support of mission and ministry. As we move forward with hope in this season, your financial support is needed now more than ever to see more people transformed by the love of Christ; share and tell more of God’s story; strengthen churches, pastors, and global personnel; extend compassion and hope to marginalized; and go deeper in Christ and further in mission.

Together, we are part of the great cloud of witnesses called the Evangelical Covenant Church. We are at our best when we hold tightly to unwavering hope, motivate one another to acts of love and good works, and join together in mission for God’s glory and neighbor’s good.



John Wenrich, PRESIDENT, EVANGELICAL COVENANT CHURCH

The Evangelical Covenant Church | PO Box 773420, Chicago, Illinois 60677-3420 | 773-784-3000 | covc



The Importance of Data

HOW IT LEADS TO IMPACT

We know that more and more organizations are collecting data that impacts how they make decisions, yet many nonprofits and faith-based organizations have lagged in this area. With increasing calls for transparency, accountability, monitoring, and evaluation, **it is important that we improve how we use data both in our decision-making and in our reporting.**

Without effective use of data, we are not able to fulfill our commitment to support and resource the mission of the Covenant, the conference, and the local church. Inaccurate data can create an incomplete picture, thus robbing the Evangelical Covenant Church of the opportunity to do effective ministry. Leveraging good data can help us to serve the mission with limited resources while positively impacting the future.

In 2018, the Evangelical Covenant Church made a strategic decision to invest in the creation of an effective data management strategy. This allows us to combine our information, experience, and context in order to answer key questions, support or refute assumptions, and assess efficacy and progress. Rather than rely on software programs and tools that are incompatible with one another, we are now able to become more responsive and facilitate improvements and innovations that can lead to more successful relationships with local churches and individuals.

Our vision is that the Evangelical Covenant Church would use data-rich written and visual content to illustrate progress and impact, operational efficiency, and stewardship. Data-rich stories, combined with first-person accounts, will help us be transparent with donors, Covenanters, and local churches.

THROUGH SUCCESSFUL DATA MANAGEMENT, WE ENVISION:

- Improved stewardship of entrusted resources
- Increased agility in our responses
- More opportunities for our constituents
- More effective, accurate, and efficient communication
- A trusted centralized repository for accurate, timely data

SECTION

7

MISSION
ADVANCEMENT
TOOLKIT

M E S S A G I N G I M P A C T

How do we get there?

- A synchronized effort around data across Covenant offices
- Comprehensive and centralized data systems with user training and support

1. ACKNOWLEDGE THAT DATA IS A STRATEGIC ASSET.

This is the first step in becoming a data-driven nonprofit. Data may not always provide us with the positive results we are looking for, but the good news is that we can use data to help us stay on track to accomplish our goals.

Tracking data is critical to optimizing how we communicate, engage, and grow our relationships with local churches and individuals. It also provides a baseline for analyzing, sharing, and testing best practices and lessons learned with our donors and with each other. Over time, tracking data in an effective manner will help us maximize the impact of funding dollars and increase our ability to advance God's kingdom.

2. ASK: WHAT QUESTIONS DO WE WANT TO ANSWER?

Sometimes it's easy to get caught up in capturing every piece of data as we can collect. But strategic data management starts by identifying specifically what questions we want to answer, and perhaps more importantly, recognizing that there are probably many things we don't even know that we don't know.

Begin by making a list of what you want to know and what items you may be able to track to help answer those questions. Together, numbers and stories allow you to tell a detailed story about what you're doing and why it is or isn't working.

3. SET ASIDE TIME FOR DATA ANALYSIS AND REVIEW.

Data only matters if it is translated into action, so take the time to rethink programs in response to the data-driven insights you glean. This is also why it is so important not to just measure successes but to track and measure failures as well in order to better understand where we can grow.

Following data analysis and review, your team is now able to actually develop quality impact statements that allow us to communicate clearly and effectively about our ministry in the world. **In the next section you will find sample impact statements that tell a compelling story to our various constituencies (donors, local churches, conferences, ministry partners, etc.) about the powerful ways God is moving in and through our five mission priorities.**

Successful Impact Statements

When we transform data into impact statements, we are able to present to donors a more comprehensive picture of their investment in mission and ministry. These impact statements are shared with donors in individual meetings as well as in our Annual Report. A successful, captivating annual report with regularly updated impact statements can be an extremely influential tool in inspiring donors to generosity and reaching Advancement goals.

In addition to it being in response to the bylaws of the church, the Annual Report is an important communication, cultivation, and stewardship tool for Advancement efforts. A typical annual report is a presentation of accomplishments to stakeholders over the past year and a way to provide donors with a clear representation of how their support has led to tangible impact. It details mission, growth, impact of ministry, and statistics related to the cause. For Advancement of the Covenant, the Annual Report is viewed as one of the chief elements in which to cultivate partnerships with broader Covenant donors (individuals and churches), supporters, conferences and affiliates; and recognize those who have helped the church reach mission and ministry goals.

Your generous donation helped support 14 service trips organized by 94 leaders in the Evangelical Covenant Church of South Sudan and Ethiopia where **7,643 individuals, primarily in refugee camps, were baptized**

Covenant Church of Congo medical professionals partnered with Paul Carlson Partnership Medical Ambassadors in training and practice to **reduce infant deaths by 50% and maternal deaths by 78%** over the past four years.

Your support helped to provide Advocacy for Victims of Abuse (AVA) **training for 120 women in Argentina and Chile.** They have been trained and equipped to recognize abuse and to know how to respond in both their community and their congregations.

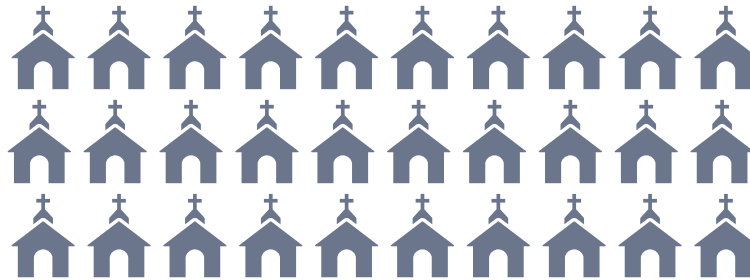
Successful Impact Statements



57,234 people in the city of Gemena, DR Congo have **access to clean water** since 2012. The percentage of children who have **basic reading comprehension** skills has increased from **7% to 38%**.



40 students enrolled in the **first cohort of North Park Theological Seminary's School of Restorative Arts at Stateville Correctional Center**. Seven contributed to the 2020 week of prayer resource.



59 ACTIVE CHURCH PLANTS

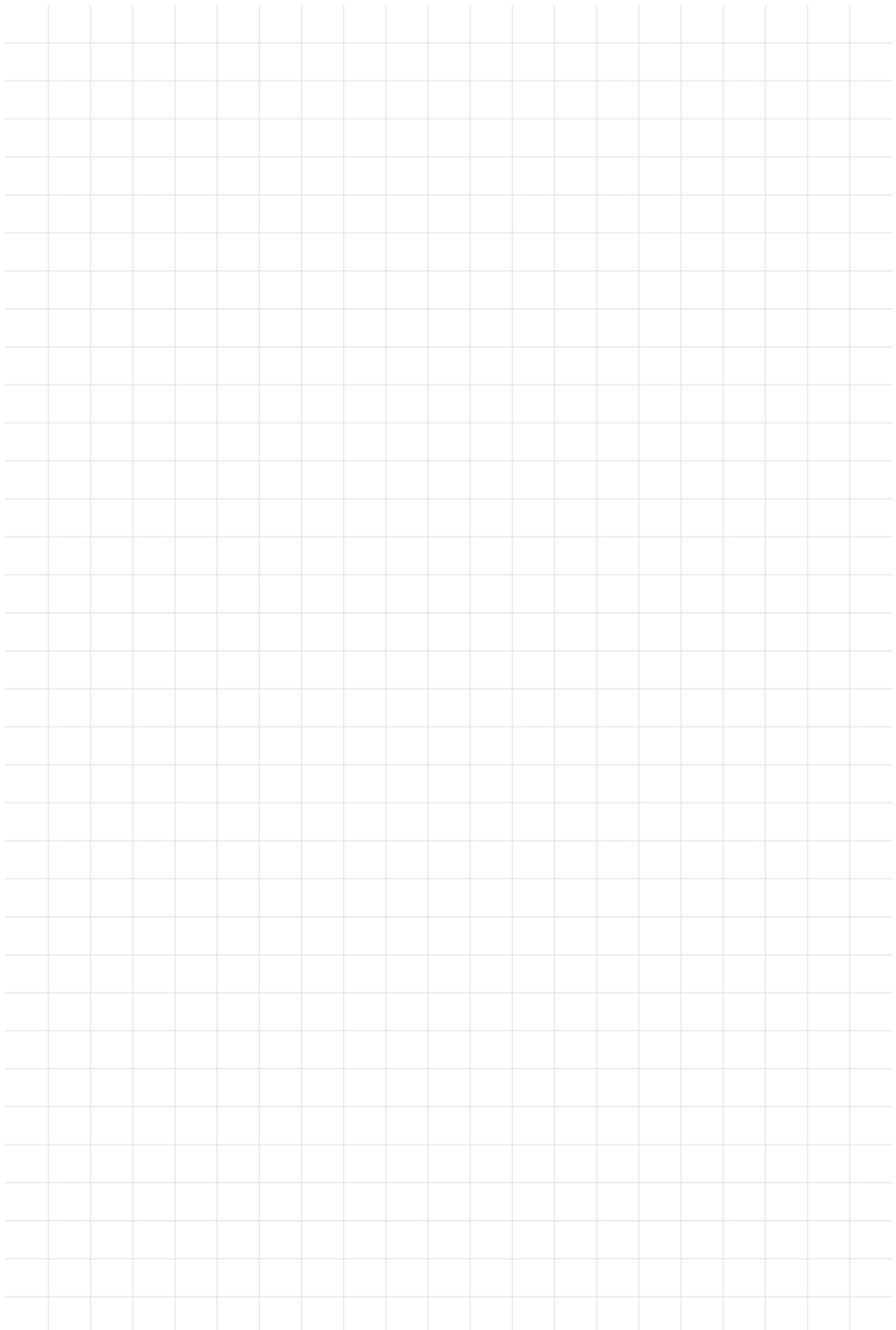
60% are being planted by **people of color**. | **27%** have a **woman as lead** or co-lead.

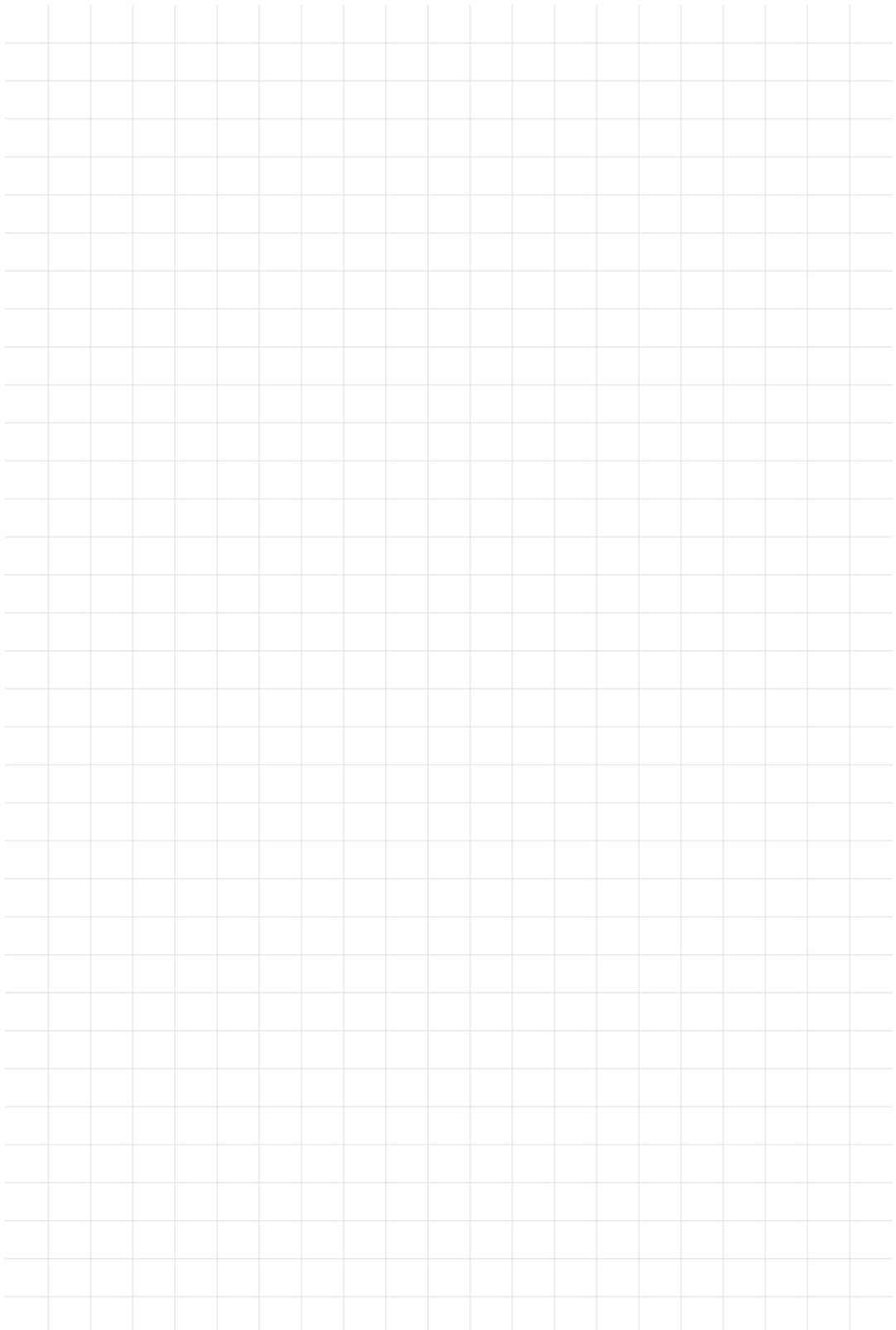


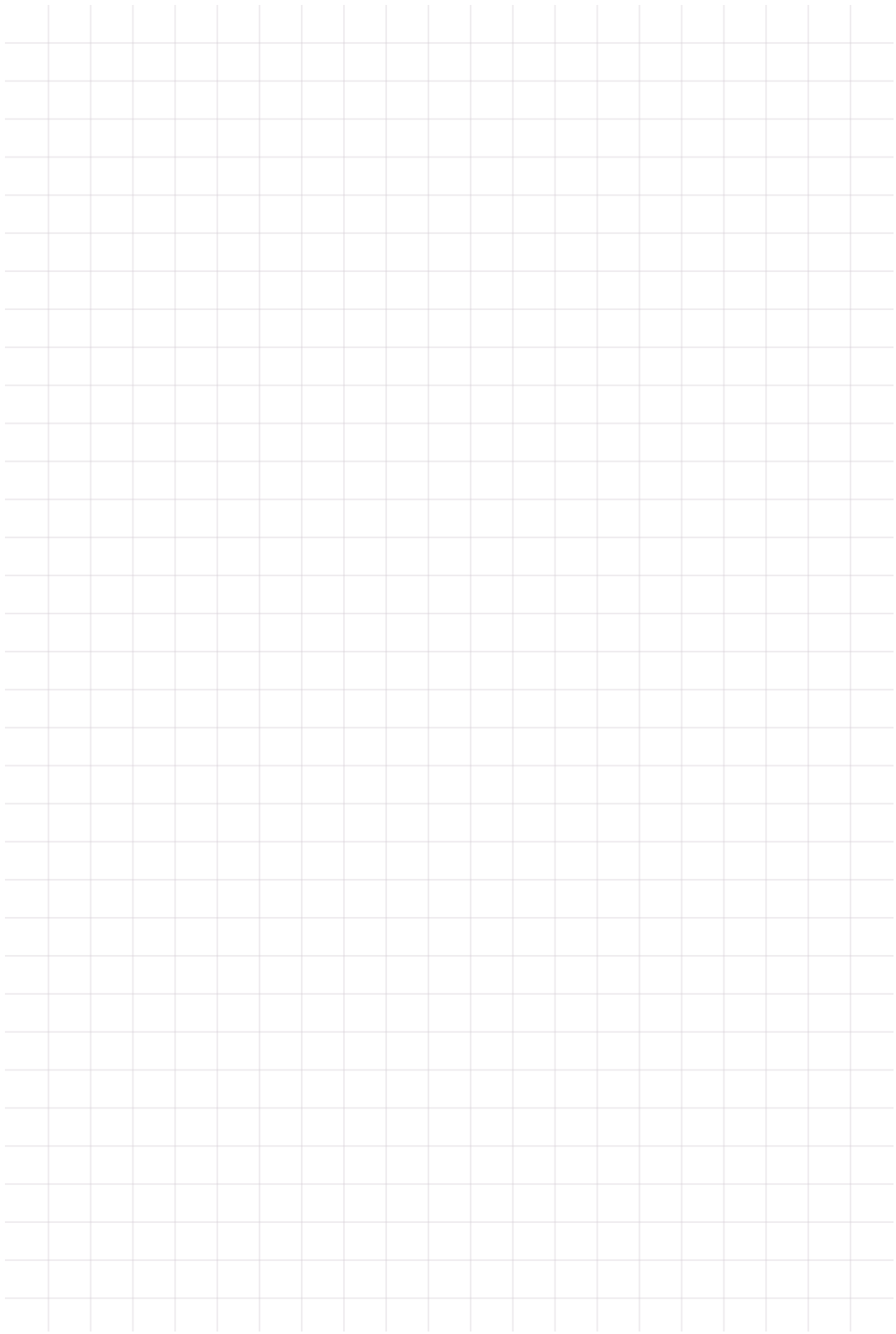
In 2017-18, Covenanters gave **\$1 million to support disaster relief efforts** in Texas, Florida, California, and Puerto Rico.



\$94,306 was distributed through **Ministers' Care and Crisis Fund** for support and care of pastors.









The Evangelical Covenant Church

covchurch.org